



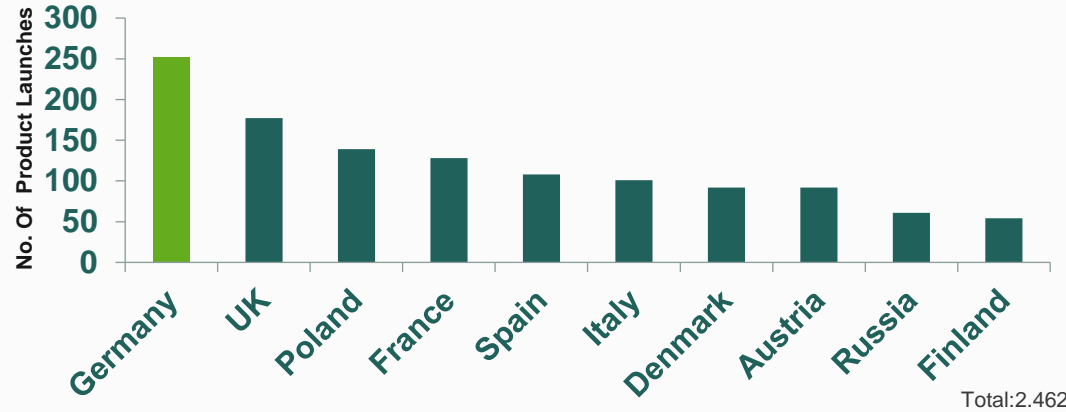
Market trend: Feet Balm Stick

Hiking culture: Bavarian Alps



BTC
Chemical Distribution

Top 10 Markets in New Product Launches Foot Care in Europe
2019-2025-Jan



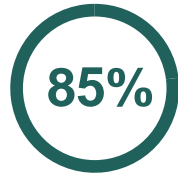
Urea



% Growth 2023-2024

Growth in foot care product launches containing Urea in the formulation in Germany

Long-lasting



% Growth 2023-2024

Features to have a functional claim such as long-lasting, cooling in Germany.

Convenience



% Growth 2021-2024

Claim to have a convenience claim such as fast absorption, ease of use, on-the-go in Germany





Feet Balm Stick

SC-DE-24-ND-0090-002

Caring texture that ensures a non-greasy application and cooling effect. Ideal for quick use, it supports skin barrier recovery and creates a protective film after impairment.

Main Claims:

- Alternative to silicones.
- On-the-go and mess-free application.
- Non-Greasy formula that absorbs quickly.
- Cooling effect to refresh and revitalize feet.
- 76% Natural Origin content**, including Urea.

Market trend:



Germany is Top 1 Market with foot care product launches across Europe

*GNPD. Mintel search Foot Care in Europe 2019-2025





** Renewable Carbon % = Number of natural carbon atoms / Total number of carbon atoms (natural and non natural) X 100

BTC

Chemical Distribution

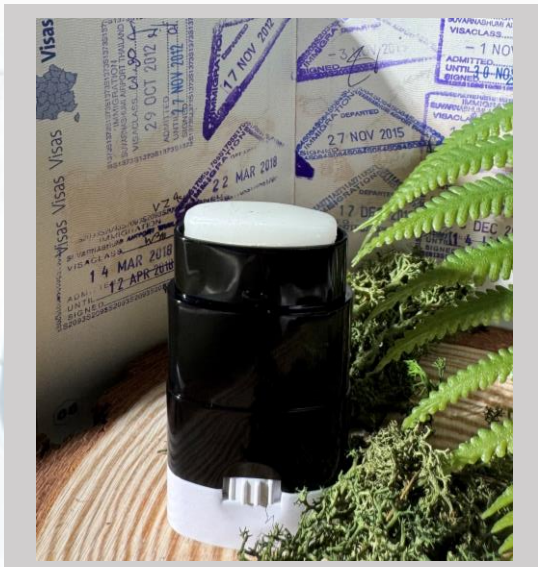
A brand of BASF – We create chemistry

Product Highlights:

-  **Emulgade® Verde 10 MS**
Versatile green, robust and flexible emulsifier based on 100% renewable feedstocks which provides enhanced stability in O/W creams. Skin benefit claims such as suitable for sensitive skin and non-comedogenic.
-  **Cetiol® SoftFeel**
Natural, soft-solid emollient made from 100% renewable ingredients. Effective alternative to cosmetic-grade petrolatum.
-  **Cetiol® iSan**
100% renewable-based, volatile, ultra fast-spreading and dry emollient. It is a natural based alternative to Cyclomethicone with little to no characteristic odor.
-  **Cutina® Shine**
Complex ester of citric acid, stearylalcohol, pentaerythrit and coconut fatty acid. It is a gloss enhancer with excellent hydro-balance performance, and very good film forming properties. It can increase the water-resistance

Go to the Benchmark?





NAME

Feet Balm Stick

FORMULATION NUMBER

SC-DE-24-ND-0090-002

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	44.05	
	Urea Care	Urea	15.00	Humectant
	Kelcogel CG-LA (CP Kelco)	Gellan Gum	1.80	Rheology modifier
	Sodium Benzoate	Sodium Benzoate	0.55	Preservative
	Emulgade® Verde 10 MS	Polyglyceryl-10 Stearate	3.00	Emulsifier (O/W)
B	Lanette® O	Cetearyl Alcohol	5.00	Consistency agent
	Cutina® Shine	Dicocoyl Pentaerythrithyl Distearyl Citrate	2.50	Consistency agent
	Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	5.00	Emollient
	1,2-Propylene Glycol Care	Propylene Glycol	7.50	Emollient
	Cetiol® iSan	Tridecane	5.00	Emollient
	Myritol® 318	Caprylic/Capric Triglyceride	5.00	Emollient
	<u>Phytosoothe® LS9766</u>	Brassica Campestris (Rapeseed) Sterols, Cetearyl Alcohol	2.00	Active Ingredient
	Tinogard® TT	Pentaerythrithyl Tetra-di-t-butyl Hydroxyhydrocinnamate	0.10	Antioxidant
c	Ethanol	Ethanol	3.00	Cooling Agent
	Perfume*	Parfum	0.50	Fragrance
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment

Specifications

ASPECT

White solid bar stick

PH VALUE (23°C)

4.5 – 4.9

PERFUME

Düllberg: Mild Men Natura



Guide Tip

To increase the cooling effect add 1% of Menthol Flakes to the ethanol.

Manufacturing Process

1. Prepare phase A and heat to 80°C while stirring. 2. Prepare phase B and heat to 75°C while stirring. 3. Add phase B to phase A while stirring. Cool down to 60°C while stirring and add phase C one after each other. 4. Adjust the pH value to 4.5 - 4.9. 5. Fill the formulation at 55°C into the packaging and cool down.