

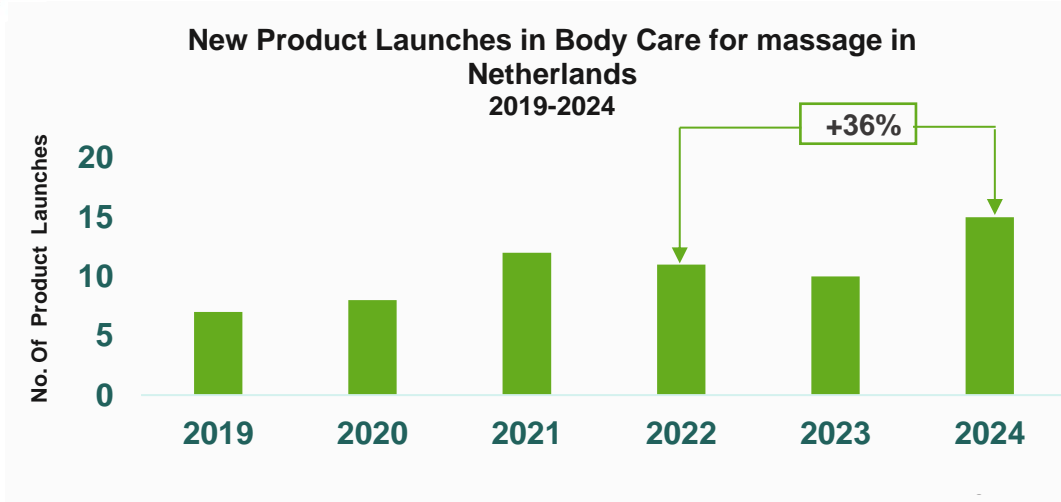


Market trend: Massage Oil Gel

Pedal through beauty



BTC
Chemical Distribution



Natural Origin



% Growth 2022-2024

In Massage Body Care Launches claiming to have more than 90% Natural Origin Ingredients in Europe

Convenience



% Growth 2022-2024

Massage Body Care Launches with a claim of convenience such as easy of use in Europe

Beauty Enhancing



% Growth 2022-2024

Massage Body Care launches claiming to have a Beauty Enhancing claim additional to massage such as firming in Europe.





Massage Oil Gel

SC-DE-24-ND-0115-003

Experience the convenience of the oil-gel texture, featuring a high viscosity that melts into the skin for easy, mess-free application. An small amount provides a rich, nourishing experience, leaving your skin soft and revitalized.

BTC

Chemical Distribution

A brand of BASF – We create chemistry



Main Claims:

Innovative texture oil-gel.

Alternative to Silicone**

99.5 % Natural Origin content***

Alternative Oil thickening System.

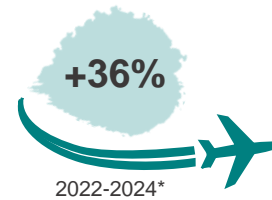
Rich formulation for a little goes a long way.

High-viscosity texture melts on the skin when apply

Super food extract – helps skin to adapt to the impact of pollutants

Market trend:

Growth in Body Personal Care launches for massage in **Netherlands**



Product Highlights:



Plantacare® 1200 UP

Surfactant for extra-mild and daily cleansing with solubilizing properties for emollients.



Cegesoft® PFO

Exotic oil from Passionflower and Shorea butter with slow spreadability with high content of linoleic acid especially suitable for barrier strengthening skin care products. With long term skin feel due to the slow behavior.



Cetiol® J 600

Slow spreading emollient which gives a luxurious, long-lasting feel on the skin.

*GNPD. Mintel search Body Care for massage in Netherlands 2019-2024

** D'lite. Emollient maestro. Alternative silicone. Dimethicone 200 CST

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

