

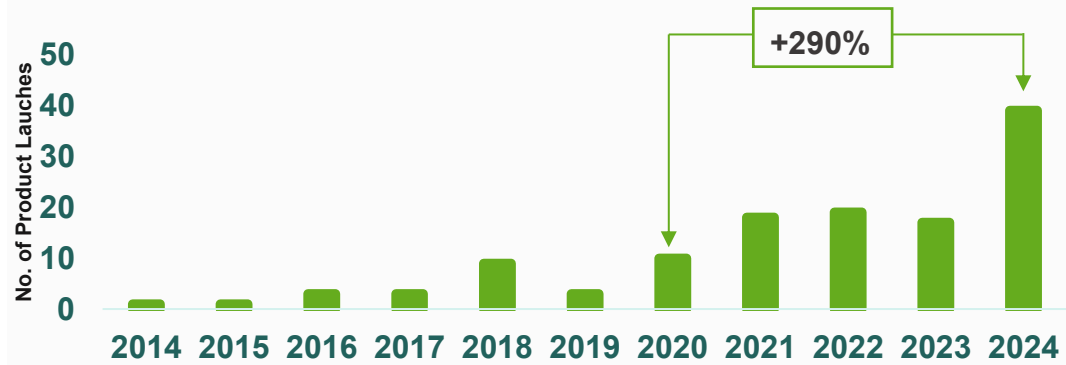


Market trend: Niacinamide Serum

The art of Hygge: Enjoying life's simple pleasures



New Facial/Eye Care Launches with Niacinamide in Denmark



*TOTAL123

Serum



% Growth 2020-2024

Growth in Facial Care Launches with format as a Serum in Europe

Microplastic free formula



% Growth 2020-2024

Facial Care launches claiming to have a free from microplastic formula in Europe.

Time/Speed



% Growth 2020-2024

Serum Facial Care launches claim to have a time/speed claims such as fast absorption in Europe





Niacinamide Serum

SC-DE-25-DF-0034-001

BTC

Chemical Distribution

A brand of BASF – We create chemistry

A lightweight niacinamide serum that offers rapid absorption and provides a powdery finish for a smooth, luxurious softness complexion.

Main Claims:

- Silicone alternative.
- Biopolymer based.
- Emulsifier-free System.
- Minimalist formulation (13 INCI's).
- Powdery skin feel and fast absorption.
- Lightweight texture for smooth application.

Product Highlights:



Niacinamide Care

A multifunctional and well-known ingredient that can support claims for skin care such as improving skin barrier function, helps in skin lightening, moisturization, reduce skin oiliness and signs of aging.



Verdessence® Alginate

Multifunctional marine biopolymer. It can be used as a rheology modifier, sensory enhancer or film forming polymer – suitable for skin, hair care rinse-off and leave-on applications.



Verdessence® Xanthan

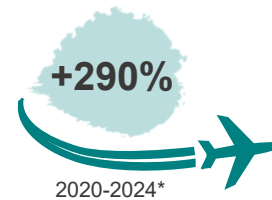
Pure vegan Xanthan Gum, excellent stabilizer and thickener for emulsions and surfactant-based formulations. Improve film forming effect with Verdessence® Alginate.



Cetiol® Sensoft

The very light, “happy” emollient with multifunctional softness. Derived from approximately 50% natural, renewable feedstocks and readily biodegradable, alternative to silicones.

Market trend:



Growth in Facial/Eye Care product launches with Niacinamide in **Denmark**

*GNPD. Mintel search Facial/Neck Care with Niacinamide Products in Denmark 2020-2024





NAME

Niacinamide Serum

FORMULATION NUMBER

SC-DE-25-DF-0034-001

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	80.63	
	Glycerin	Glycerin	3.00	Humectant
	Verdessence® Xanthan	Xanthan Gum	0.50	Rheology modifier
	Verdessence® Alginate	Algin	0.50	Rheology modifier
	Disodium Hydrogen Phosphate	Disodium Hydrogen Phosphate	0.05	Auxiliary
	Calcium Chloride	Calcium Chloride	0.05	Complexing agent
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
B	Niacinamide Care	Niacinamide	10.00	Active ingredient
	Cetiol® Sensoft	Propylheptyl Caprylate	4.00	Emollient
	Bix'Activ®	Maltodextrin (and) Bixa Orellana Seed Extract	0.25	Active
C	Perfume*	Parfum	0.20	Fragrance
	Citric Acid	Citric Acid	q.s.	pH Adjustment

Specifications

ASPECT

Opaque white translucent serum

PH VALUE (23°C)

4.8

VISCOSITY (Brookfield; RVT; spindle 5; 10 rpm; 23°C)

6.400 mPa s

PERFUME

Düllberg, Aquatic Mist

Guide Tip

By removing Cetiol® Sensoft a clear formulation can be achieved. For a more fluid result, the Verdessence biopolymers can be reduced to 0.3% each (adapt CaCl₂ as well 😊)

Manufacturing Process

1: Disperse the bio polymers with the glycerin, solve the Niacinamide in the water (50°C) and combine **2:** Now add phase B and C **3:** Homogenize with Ultra Turrax 3000 rpm.