



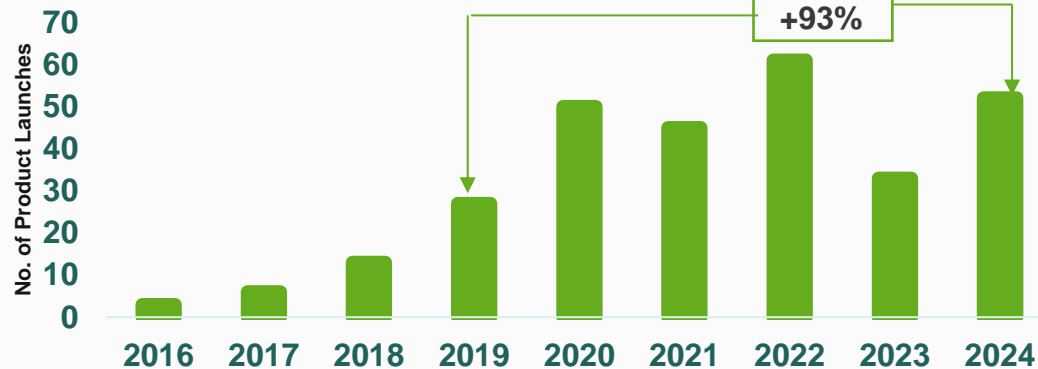
Market trend: Peel-off Powder Mask

DIY Moments: Parisian picnic tradition



BTC
Chemical Distribution

New Facial Care Product Launches claiming Probiotic in France



*TOTAL314

Microplastic free formula



% Growth 2023-2024

Growth in Facial Care Launches claiming no microplastics in France

SPA moment



% Growth 2023-2024

Facial care launches claiming to provide an SPA/wellness moment or wellness in France.

Mask



% Growth 2023-2024

Growth in facial care launches claiming to be a mask in France.



A brand of BASF - We create chemistry



Peel-off Powder Mask

SC-DE-24-DF-0046-001

A fine powder that after mixing with water transforms into a smooth film mask, providing a spa moment that enhance skin elasticity and helps diminish pigmented spots.

Main Claims:

- Biopolymer based.
- No-water formulation.
- Preservative-free formulation.
- 92 % Natural Origin Content**
- Minimalist formulation (10 INCI's).
- Formulation to bring an SPA moment at home.
- Refreshing cooling effect to revitalize the skin.

Market trend:



Growth in Facial Care product launches claiming probiotics in **France**.

*GNPD. Mintel search Facial/Neck Care in France 2020-2024.

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

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Product Highlights:



Verdessence® Glucomannan

Natural rheology modifier suitable for aqueous systems like gels, fluids and serums as well as novel formats such as patches, jellies and peel-off formulations.



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.

