

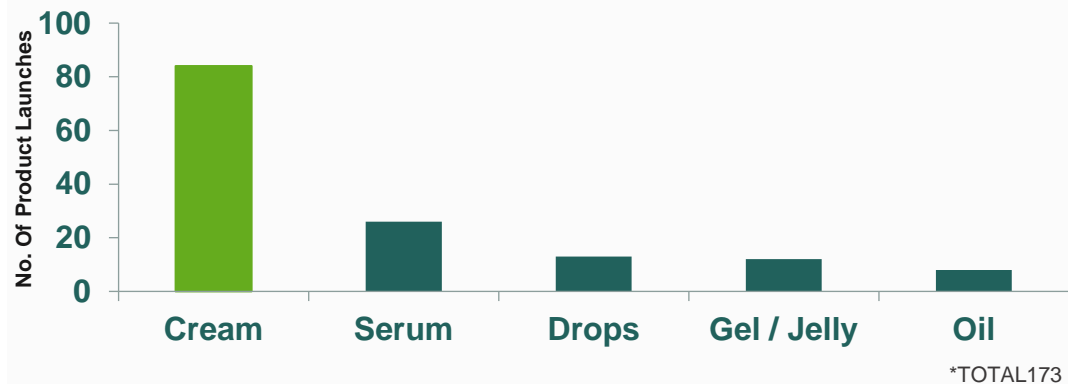


Market trend: Renewal Night Cream

Gelato experience: a creamy texture



Top 5 textures for facial care launches for using on night in Italy 2020-2024



Microplastic free formula



% Growth 2022-2024

Facial Care Launches claiming to have a microplastic free formula in Italy.

Anti-aging



% NPL 2021-2024

Facial Care Launches for night claiming Anti-aging in Italy. It is the second main claim, first one is moisturization.

Long-lasting



% Growth 2022-2024

Facial Care launches for night claiming to be long-lasting in Italy.



*GNPD. Mintel search Beauty and Personal Care in Europe. Facial Care in UK. 2019-2025



Renewal Night Cream

SC-DE-24-DF-0114-001

BTC

Chemical Distribution

A brand of BASF – We create chemistry

Rich and caring cream that envelops the skin providing nourishment while sleeping. With a high concentration of actives, it effectively targets fine lines, strengthens the skin barrier, and delivers lasting hydration.

Main Claims:

- Biopolymer based.
- Alternative silicone based.
- Made with 89.5 % Natural Origin.
- High percentage of active ingredients.
- Rich and caring cream with deep nourishment.

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.
-  **Verdessence® Xanthan**
Pure vegan Xanthan Gum, excellent stabilizer and thickener for emulsions and surfactant-based formulations. Improve film forming effect with Verdessence® Alginate.
-  **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® RiceTouch**
100% plant based sensory powder with small particle size provides powdery smooth skin feel and mattifying effect.
-  **Cegesoft® SB 45 TR**
A traceable shea butter that delivers essential skin care benefits. This special lipid fraction is characterized by a higher melting range.

Market trend:



Cream is Top 1 texture for night facial care launches in Italy

*GNPD. Mintel search Facial/Neck Care in cream in Italy 2019-2024

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





NAME

Renewal Night Cream

FORMULATION NUMBER

SC-DE-24-DF-0114-001

Phase	Ingredients	INCI	% by weight	Function	
A	Water, demin.	Aqua	53.64		
	Sodium Hydrogen Phosphat	Sodium Hydrogen Phosphat	0.03	Complexing agent	
	Calcium Chloride	Calcium Chloride	0.03	Complexing agent	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative	
	Glycerin	Glycerin	4.00	Humectant	
	Verdessence® Xanthan	Xanthan Gum	0.30	Rheology modifier	
	Verdessence® Alginate	Algin	0.30	Rheology modifier	
	Emulgade® Verde 10 MS	Polyglyceryl-10 Stearate	2.00	Emulsifier (O/W)	
	B	Lanette® O	Cetearyl Alcohol	1.50	Consistency agent
		Cutina® HVG	Hydrogenated Vegetable Glycerides	1.50	Consistency agent
		Cutina® PES	Pentaerythrityl Distearate	1.50	Consistency agent
Cegesoft® PS 6		Olus (Vegetable) Oil	7.00	Emollient	
Cetiol® C 5		Coco-Caprylate	2.00	Emollient	
Lavender Oil (<i>Düllberg</i>)		Lavandula Angustifolia (Lavender) Oil	0.20	Emollient	
Cegesoft® SB 45 TR		Butyrospermum Parkii (Shea) Butter	3.00	Emollient	
Coconut Oil (<i>Gustav Heess</i>)		Cocos Nucifera (Coconut) Oil	5.00	Emollient	
Sphingoceryl® VEG LS 9948		Octyldodecanol, Hydrogenated Coco-Glycerides, Helianthus Annuus Seed Extract	2.00	Active Ingredient	
C		Vitamin E-Acetate Care	Tocopheryl Acetate	4.00	
	D-Panthenol Care	Panthenol	5.00	Active Ingredient	
	Citric Acid (20% solution)	Citric acid	q.s.	pH Adjustment	
	Hydrasensyl® Glucan Green	Water, Pentylene Glycol, Beta-Glucan, Caprylyl Glycol	5.00	Active Ingredient	
	Replexium® BC 10091	Dimethyl Isosorbide (and) Polysorbate 20 (and) Water (and) Acetyl Tetrapeptide-11 (and) Acetyl Tetrapeptide-9	1.00	Active Ingredient	
	Verdessence® RiceTouch	Oryza Sativa (Rice) Starch	0.50	Skin feel modifier	

Specifications

ASPECT

Rich white cream

PH VALUE (23°C)

4.9

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

22.000 mPa s

PERFUME

Düllberg, Lavender Oil



Guide Tip

By changing the emollients this cream can be transformed into a day cream. And when excluding D-Panthenol Care a 5% higher naturality can be achieved.

Manufacturing Process

1. Prepare phase A, disperses the bio polymer with the glycerin and mix it with the water 80°C 2. Prepare phase B and heat up to 80°C, the SPHINGOCERYL® VEG should be added at the end to avoid exposing it to the temperature for too long 3. Homogenize at 50°C with 3000 rpm (Ultraturax) 4. Add all phase C raw materials one after the other and adjust the pH.