

# AHA Renewal Mask

HB-DE-23-DF-4746926-011



## Main Claims:

- Biopolymer based.
- Acceleration of skin renewal.
- Made with 97% Natural Origin.
- Gentle exfoliation reducing irritation.
- Nice distribution and easy to rinse out.

## Market trend:

**+75%** growth in AHA mask claiming >90% Natural Origin

2021 vs 2023\*



## 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.

## Verdessence® Alginate

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

## Verdessence® Xanthan

Pure vegan Xanthan Gum, excellent stabilizer and thickener for emulsions and surfactant-based formulations. Crystal clear aspect in water based formulations

**Unveil natural skin renewal with this AHA peeling formula. Experience easy distribution and mild exfoliation for a fresh and rejuvenated complexion.**

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Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	82.80	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Disodium Phosphate	Disodium Phosphate	0.05	
	Calcium Chloride	Calcium Chloride	0.05	
B	<b>Verdessence® Alginate</b>	Algin	0.50	Rheology modifier
	<b>Verdessence® Xanthan</b>	Xanthan Gum	0.50	Rheology modifier
	Glycerin	Glycerin	2.00	Humectant
C	Cetiol® C5	Coco-Caprylate	2.50	Emollient
	<b>Emulgade® Verde 10 MS</b>	Polyglyceryl-10 Stearate	1.00	Emulsifier (O/W)
D	<b>AH-Care® LS-65</b>	Water, Lactic Acid, Arginine	5.00	Active ingredient
	Water, demin.	Aqua	4.00	
E	Copherol F 1300C	Tocopherol	0.50	Antioxidant
	Perfume*	Parfum	0.30	Fragrance
	Microzest 25 Carrot Pink	Daucus Carota Sativa Root Extract, Maltodextrin, Citric Acid	0.30	Colorant

## Manufacturing Process

1. Prepare phase A and heat to 50°C, premix phase B and add to phase A while stirring. 2. Still until a gel is build. 3. Prepare phase C and heat to 50°C and combine the two phases while stirring. 4. Add phase D and E.

\*Düllberg Classic Care Natura



## Specifications

Aspect	Light Rosé cream
pH value (20°C)	3
Viscosity (Brookfield; RVF; spindle 5; 10 rpm; 20°C)	6.800 mPa s