Airlight Natural BB cream

CC-DE-23-NB-4270825-010

Main Claims:

- Biopolymer based.
- Alternative to silicones.
- Made with 97 % Natural Origin.
- Even coverage for a natural look.
- Mattifying effect without dry out the skin.
- Lightweight texture for smooth application.

Market trend:

+133% growth in BB creams claiming >95% 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

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.

Verdessence® Rice Touch

100% plant based sensory powder with small particle size provides powdery smooth skin feel and mattifying effect.

Experience a naturally moisturized, matte complexion with this lightweight formula, controlling shine while keeping your skin hydrated.

*GNPD. Mintel search of BB cream >95% Natural Origin. Europe 2024

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BTC Chemical Distribution

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Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	64.05	
	Calcium Chloride Dihydrate	Calcium Chloride	0.05	Complexing agent
B	**Verdessence® Rice Touch**	Oryza Sativa (Rice) Starch	2.00	Skin Feel modifier
C	Glycerin	Glycerin	3.00	Humectant
	Verdessence® Alginate	Algin	0.30	Rheology modifier
	Verdessence® Xanthan	Xanthan Gum	0.30	Rheology modifier
D	**Emulgade® Verde 10 MS**	Polyglyceryl-10 Stearate	3.00	Emulsifier (O/W)
	Lanette® O	Cetearyl Alcohol	2.00	Consistency Agent
	Cosmedia® Gel CC	Dicaprylyl Carbonate, Stearalkonium Hectorite, Propylene Carbonate	3.00	Film forming agent
	Cegesoft® SB 45 TR	Butyrospermum Parkii (Shea) Butter	2.00	Consistency Agent
	Eutanol® G	Octyldodecanol	3.00	Emollient
	Cetiol® OE	Dicaprylyl Ether	4.00	Emollient
	Cetiol® CC	Dicaprylyl Carbonate	2.00	Emollient
E	**Cetiol® Ultimate**	Undecane, Tridecane	4.00	Emollient
F	Creasperse BB VS Golden Olive	Titanium Dioxide (CI 77891), Squalane, Iron Oxides (CI 77492), Polyhydroxystearic Acid, Disteardimonium Hectorite, Iron Oxides (CI 77491), Iron Oxides (CI 77499), Propylene Carbonate	0.50	Colorant
	Creasperse BB VS Light	Titanium Dioxide (CI 77891), Squalane, Iron Oxides (CI 77492), Polyhydroxystearic Acid, Disteardimonium Hectorite, Iron Oxides (CI 77491), Iron Oxides (CI 77499), Propylene Carbonate	2.00	Colorant
	Creasperse BB VS Pale Olive	Titanium Dioxide (CI 77891), Squalane, Iron Oxides (CI 77492), Polyhydroxystearic Acid, Disteardimonium Hectorite, Iron Oxides (CI 77491), Iron Oxides (CI 77499), Propylene Carbonate	1.00	Colorant
	Hydrasensyl® Glucan Green	Water, Pentylene Glycol, Beta-Glucan,Caprylyl Glycol	1.50	Active Ingredient
G	Perfume*	Parfum	0.30	Fragrance
	Euxyl ECO 910 (*Ashland*)	Benzyl Alcohol, Cymbopogon Flexuosus Herb Oil, Tocopherol	2.00	Preservative
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment

Manufacturing Process

1. Heat phase A to 80°C and add phase B into it while stirring with a dispersion unit. Then add phase C to phase A+B at 80°C and allow to build a gel. **2.** Heat phase D seperatly to 80°C and add afterwards to phase A+B+C at 80°C. **3.** Allow the formulation to cool down while stirring. **4.** Add phase E at 50°C to the emulsion and after reaching 45°C homogenize the first time. **5.** After homogenizig add phase F one after each other at 40°C and homogenize again for 1 minute. **6.** Add phase G at 30°C and adjust the pH value to 5.0-5.5.

Specifications

Aspect	Color lightweight cream
pH value (23°C)	5.0 – 5.5
Viscosity (Brookfield; RVT; spindle 5; 10 rpm; 23°C)	16.000 mPa s

*Düllberg Soft Care Natura

** ISO 16128 iON. *When supplier data is not available, NOI is 0*

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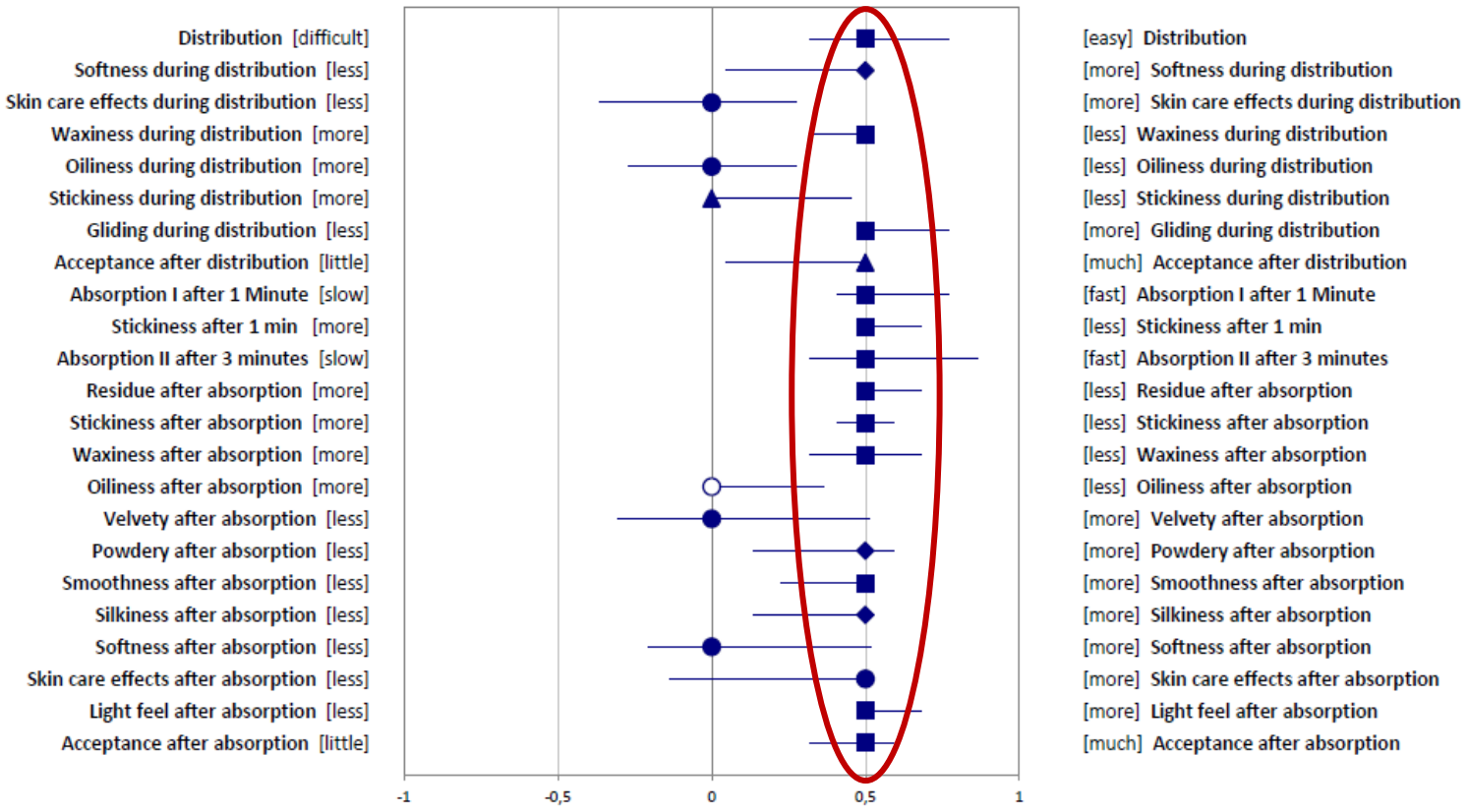
BTC Chemical Distribution

Performance Evaluation

Pairwise comparison of product CC-DE-23-NB-4270825-010 with reference product Benchmark N in different variables



Each line shows a pairwise comparison in a variable (median & weighted dev.). Filled symbol: Wilcoxon test. P-value: see legend to the right.
Empty symbol: lower 90%-confidence bound (l.c.b.) for zero values. Square (□): l.c.b. > 0,66667; Circle (○): l.c.b. ≤ 0,66667.

Formulation has shown significant results in its performance compared with commercial benchmark

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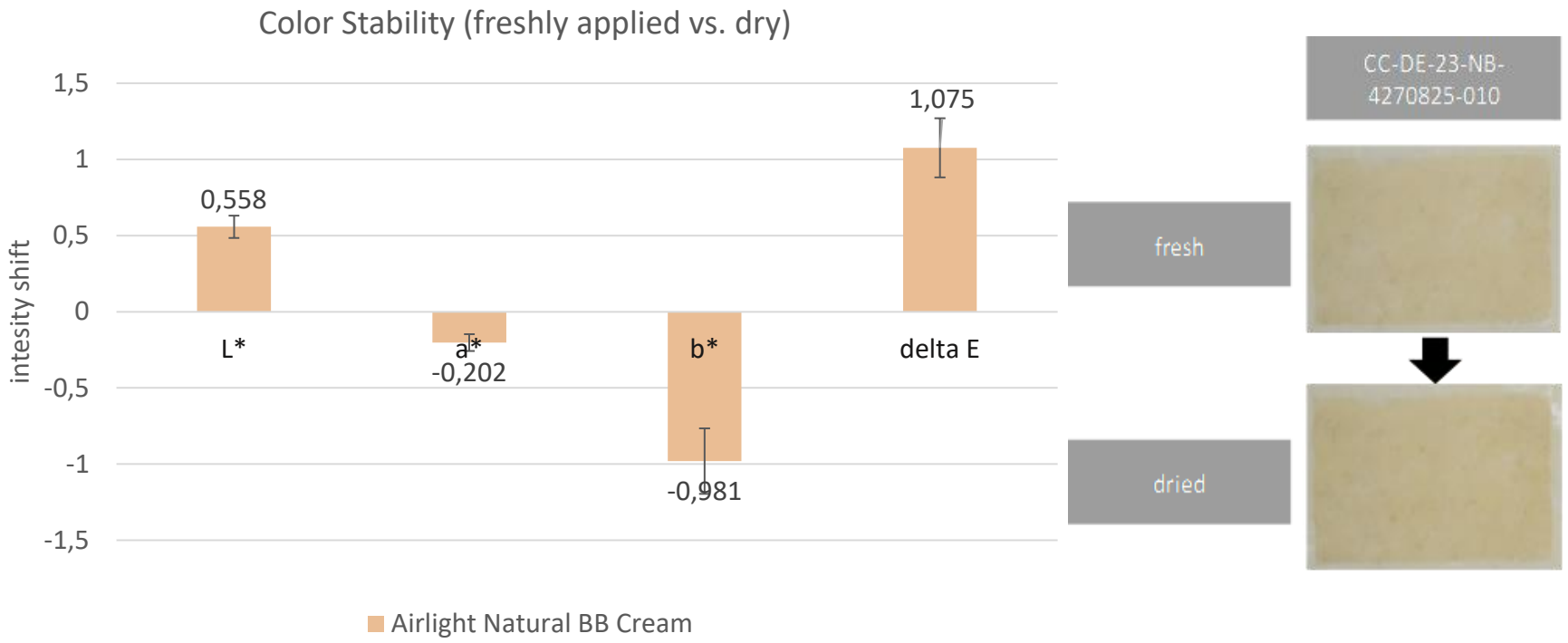
Performance Evaluation Color Stability



ΔE 0.5-1.0 just noticeable for trained eyes
ΔE 1.0-2.0 slight color difference
ΔE 2.0-4.0 perceived color difference

The ΔE is below 2 and therefore the color change over time is not or barely noticeable to the normal human eye