



High-performance products that keep you fresh and protected on the go. **Products to use for active life style**, cleansing solutions to **remove sweat** and impurities, and **concentrated formulas** that deliver maximum results with minimal quantity. Outdoor essentials with **high protection shield** skin and hair from sun and pollution—beauty that works anywhere, anytime



Viral Movement*

| #Hashtag | TikTok | Instagram | YouTube | Facebook | Total |
|-------------------|------------|------------|-----------|-----------|-------|
| #Beautyonthego | 22,8k post | 119k post | 3,2k post | 116k post | 261k |
| #sweatproofmakeup | 11,6k post | 49,3k post | 6,2k post | 32k post | 99,1k |
| #LongwearMakeUp | 13,8k post | 27,6k post | 1k post | 20k post | 62,4k |
| #GymMakeUp | 9k post | 5k post | 400 post | 4k post | 18,4k |
| #waterproofMakeUP | 93,9k post | 8,8M post | 50 k post | 4,1M post | 13,4M |

Benchmark



Cleanse & Glow gel to oil to milk

- Transforms texture: gel → oil → milk for deep cleansing
- Removes SPF, dirt, pollutants, and makeup effortlessly
- Enriched with natural micelles for gentle yet effective cleansing



Kérastase Resistance Strengthening Shampoo

- Repairs hair fibers and internal structure for healthy, hydrated locks
- Renews split ends and brittle strands by enveloping hair
- Boosts strength and protects against further damage



Lipscreen SPF 50

- Keeps the skin in good condition.
- Protects from sun damage.
- Prevents moisture loss.
- Rich, velvety balm.
- Fragrance-free formula.

Pearl Protein Shampoo

Pearlescent shampoo that cleanses while delivering **exceptional care**. Its advanced conditioning system **strengthens and protects hair fibers, enhances elasticity, and improves manageability**. Perfect for active lifestyles, it **removes sweat and buildup without stripping moisture**, keeping hair fresh after every workout.



Main Claims



- ♥ Cold Process.
- ♥ Biopolymer based.
- ♥ 77 % Natural Origin content**.
- ♥ Elegant white pearl shine appearance.
- ♥ Viscous, homogeneous flow behavior.
- ♥ Strengthens and protects hair fibers from within.
- ♥ Gently removes sweat and buildup without stripping moisture.

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*Social Media Platform (TikTok, Instagram, YouTube and Facebook). Number of Post made by hashtag made until 18.12.2025

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

Product Highlights



Cosmedia® HP Starch

Versatile biodegradable, **non-ionic thickening agent** with good **texturizing properties**. It is designed to enhance the **viscosity and stability of formulations**, making it ideal for emulsions and surfactant systems. Its multifunctionality allows it to improve the sensory feel and application experience. Flexible in hot and cold processes.

Gludin WLM Benz (LDC Ingredients GmbH)

A highly micronized wheat-based protein active that penetrates deeply into the hair shaft. It **forms a strong foundation for repair, restructuring, and protection from within**, while also creating a smooth, **protective film** on the hair surface to guard against daily stresses.

Gludin Kera-P LM (LDC Ingredients GmbH)

The plant-derived protein that serves as **an ideal alternative to keratin**. It offers **deep micro-penetration** into the hair fiber, **helping reduce surface damage and providing long-lasting strength**. This mild ingredient is produced from 100% renewable feedstocks.

Euperlan® NL Pearl

First **natural wax-based Cosmos compliant pearlizer** on the market with **excellent hair care performance on combing, hair breakage and suppleness measurement**. Boost conditioning effect of cationic conditioning polymers.

Lamesoft® PO 65

A natural lipid-based refatting agent that works by depositing **caring lipids onto the hair and scalp during washing**, helping to restore moisture balance and prevent dryness. This ingredient is particularly suitable for shampoos and body washes that aim to **combine effective cleansing with gentle care**.

Pearl Protein Shampoo



| HB-DE-23-SB-4262542-024 | | | | |
|--|-------------------------------------|--|--------------------------|--------------------|
| Phase | Ingredients | INCI | % by weight | Function |
| A | Water, demin. | Aqua | 20.79 | |
| | Dehyquart® Guar N | Guar Hydroxypropyltrimonium Chloride | 0.10 | Conditioning agent |
| B | Citric Acid (50% solution) | Citric Acid | 0.10 | Neutralizing agent |
| | Water, demin. | Aqua | 43.11 | |
| | Glycerin | Glycerin | 5.00 | Humectant |
| | Cosmedia® HP Starch | Hydroxypropyl Starch Phosphate | 1.00 | Rheology modifier |
| | Verdessence® Xanthan | Xanthan Gum | 0.10 | Rheology modifier |
| C | Texapon® N 70 | Sodium Laureth Sulfate | 10.00 | Surfactant |
| | Dehyton® PK 45 | Cocamidopropyl Betaine | 8.10 | Surfactant |
| | Plantacare® 818 UP | Coco-Glucoside | 3.90 | Surfactant |
| | Perfume* | Parfum | 0.30 | Fragrance |
| | Lamesoft® PO 65 | Coco-Glucoside, Glyceryl Oleate | 0.50 | Conditioning agent |
| | D | Gluadin WLM Benz (LDC Ingredients GmbH) | Hydrolyzed Wheat Protein | 1.00 |
| Gluadin Kera-P LM (LDC Ingredients GmbH) | | Hydrolyzed Vegetable Protein | 1.00 | Active ingredient |
| D-Panthenol 75 W | | Panthenol | 1.50 | Active ingredient |
| Euperlan® NL Pearl | | Hydrogenated Vegetable Oil, Cocamidopropyl Betaine, Glyceryl Oleate | 3.00 | Pearlizer |
| Sodium Benzoate | | Sodium Benzoate | 0.50 | Preservative |
| E | | Citric Acid (50% solution) | Citric Acid | q.s. |
| | Sodium Chloride | Sodium Chloride | q.s. | Rheology modifier |
| Specifications | | Manufacturing Process | | |
| pH value (23°C) | 4.8 | Cold Process: 1. Add Dehyquart Guar to water while stirring, add citric acid to dissolve. 2. Prepare Phase B until it becomes homogeneous. 3. Pre-mix Phase C until homogeneous and add to Phase B. 4. Add phase A to phase C+B while stirring gently. 5. Add phase D step by step. 6. Adjust the pH value to 4.6 ~ 4.8. 7. Adjust the viscosity with NaCl. | | |
| Viscosity (Brookfield; RVT; spindle 4; 10 rpm; 23°C) | ~16000 mPa s | | | |
| *Perfume | "COTTON TOUCH DC10420"*** (Symrise) | | | |

***no longer available

Internal

