

THE NEW **NOW**



THE NEW **NOW** Skincare



Complete Defense Face Cream

Niacinamide PC

A special cosmetic proprietary grade of Vitamin B3. Its main benefits include blemish care (blemish-free, shine-free, refined skin appearance), UV- and blue-light-stressed skin care (skin tone, damage caused by light), enhanced functionality of the skin barrier and anti-pollution benefits.

AgeCap™ Smooth Cosmetic Ingredient

Traps selectively Reactive Oxygen Species (ROC) to avert their damaging effects. As it employs a non-self-sacrificing mechanism, it helps enhance efficiency versus conventional anti-oxidants. It contributes to healthy skin by softening wrinkle appearance, promoting skin radiance and delivering skin smoothing effects.

DOWSIL™ ES-5600 Silicone Glycerol Emulsifier

A non-diluted W/Si and W/O emulsifier with diglycerol hydrophilic functionality. It does not contain ethylene oxide or propylene oxide, and allows for various PEG-free cosmetic formulations. Excellent powder dispersing capabilities, and offers formulators oil phase flexibility.

DOWSIL™ EL-9241 DM Silicone Elastomer Blend

Similar to DOWSIL 9041 Silicone Elastomer Blend, but contains less than 0.1% D4 and D5. Contributes a silky smooth, long-lasting feel in various skin and color cosmetics applications.

Mackaderm® LIA

Universal natural emollient with excellent sensorial effects.

Parsol®TX

Inorganic UVB filter providing very good SPF performance as well as a significant contribution to UVA protection into the blue light range. It also offers high transparency in formulations and is compatible with acrylate thickeners.

Parsol®ZX

UV filter with a broad UVA-UVB absorption curve that also goes into the blue light spectrum. Particle size ensures SPF and best UVA performance.

Valvance® Touch 210

Sensory modifier delivering optimal oil absorption with no compromise on comfort. This powder consists of porous spherical silica particles. Provides anti-shine, silky touch and a lightweight feel, especially in sun care applications.



Marketing

Multi-benefit high performing product



Performance & Innocuity

High performing safe synthetic ingredients, multifunctional ingredients



Sustainability

Biodegradable ingredient, 100% naturally-derived ingredients



Ethics

Ecocert COSMOS-approved ingredients, traceable & sustainably manufactured ingredients



PHASE	TRADE NAME	INCI	SUPPLIER	Wt%
A	Deionized Water	Water		52.50
	Niacinamide PC	Niacinamide	Univar Solutions/ DSM	2.00
	SYN-UP™	Amidinobenzyl Benzylsulfonfyl D-Seryl Homophenylalaninamide Acetate	DSM	1.00
	Spectrastat™ BHL	Caprylhydroxamic Acid, 1,2-Hexanediol, Butylene Glycol	Univar Solutions/ Inolex	1.00
	Sodium Chloride, USP	Sodium Chloride	Univar Solutions	1.00
B	AgeCap™ Smooth Cosmetic Ingredient	Methoxyhydroxyphenyl Isopropyl Nitron	Univar Solutions/ Dow	0.10
	1,3 BG	Butylene Glycol	Univar Solutions/ OQ	2.00
	Glycerin, USP	Glycerin	Univar Solutions	2.50
C	DOWSIL™ ES-5600 Silicone Glycerol Emulsifier	Cetyl Diglyceryl Tris(Trimethylsiloxy)silylethyl Dimethicone	Univar Solutions/ Dow	5.00
	LexFeel™ WOW-A	Triheptanoin, C13-C15 Alkane	Univar Solutions/ Inolex	1.00
	DOWSIL™ EL-9241 DM Silicone Elastomer Blend	Dimethicone, Dimethicone Crosspolymer	Univar Solutions/ Dow	6.00
	Mackaderm® LIA	Isoamyl Laurate	Univar Solutions/ Solvay	4.50
	dl- α -Tocopheryl Acetate	Tocopheryl Acetate	Univar Solutions/ DSM	0.20
D	Parsol® TX	Titanium Dioxide, Silica, Dimethicone	Univar Solutions/ DSM	6.00
	DOWSIL™ ES-5600 Silicone Glycerol Emulsifier	Cetyl Diglyceryl Tris(Trimethylsiloxy)silylethyl Dimethicone	Univar Solutions/ Dow	1.50
	DOWSIL™ FZ-3196	Caprylyl Methicone	Univar Solutions/ Dow	7.50
	Parsol® ZX	Zinc Oxide, Triethoxycaprylsilane	Univar Solutions/ DSM	4.00
E	SunCROMA® FD&C Red 40 (C37-A207)	Red 40 (CI 16035) (0.1% aqueous solution)	Univar Solutions/ Sun Chemical	1.00
	Rose L'Occitane	Fragrance	Lebermuth	0.20
	Valvance™ Touch 210	Silica	Univar Solutions/ DSM	1.00

PROCEDURE

- Combine water and Niacinamide PC with mixing until clear and then sequentially add remaining phase A ingredients.
- Combine phase B ingredients and heat as needed with mixing until AgeCap™ Smooth is solubilized. Cool.
- Add phase B to phase A with mixing.
- Mix phase C ingredients until homogeneous.
- Disperse phase D ingredients with FlackTek SpeedMixer®.
- Add phase D to phase C with mixing (700 rpm).
- Slowly add phase AB to phase CD using high speed mixing and mix for 5 minutes at 2000 rpm.
- Sequentially add phase E ingredients to phase ABCD while continuing to mix at 2000 rpm.

PROPERTIES

Viscosity= 44,000 cP (T-D, 25°C, 5 rpm)
28,000 cP (T-D, 25°C, 10 rpm)
18,000 cP (T-D, 25°C, 20 rpm)