

Bathe like Cleopatra

Milk – purely plant-based

CLEOMILK® is a new, purely plant-based version of the classic skin care product, milk. Its composition is similar to that of natural milk and includes organic Black Caraway Oil, organic Sesame Oil and organic Aloe Vera. As a purely plant-based concentrated lotion, CLEOMILK® meets the demands of modern skin care.

CLEOMILK® conforms to natural cosmetics guidelines (Ecocert) and is free from preservatives.



Dear Reader

Milk makes you beautiful

For thousands of years Cleopatra's skin care regime was considered to be rather eccentric. But now we know that the Pharaoh was right! Milk is made up of over 2000 individual substances and contains large amounts of bodybuilding and caring ingredients.

But milk today? No, the cosmetics industry has moved on. Nowadays, the use of plant-based active ingredients is preferred and even the use of classic cows' milk as a body care product is debatable.

CLEOMILK® for rinse-off applications

CLEOMILK® has especially been developed for use in surfactant based products, and displays its effects in shower gels, bath additives or washing lotions. It provides moisture and maintains the skin's lipid balance – which makes it perfect for when you just want to switch off and relax in the bath – almost like a Pharaoh.

We wish you enjoyable reading

Your RAHN-Team

CLEOMILK® – a total concept

CLEOMILK® is a plant-based concentrated skin care lotion based on Cleopatra's skin care. Its composition is similar to that of natural milk. Its main ingredients, Black Caraway oil and Sesame oil, reduce moisture loss from the skin and have a re-lipidation effect. In combination with Aloe Vera juice, this strengthens the skin's natural water storage. CLEOMILK® is free from preservatives and conforms to natural cosmetic guidelines. Its most important components come from controlled organic cultivation.

Dosage

CLEOMILK® is a 10-fold phytomilk concentrate. Its lipid element is equivalent to 10 times that of normal milk. Thus, a 2.5 proportion of CLEOMILK® enables a 25 % proportion of phytomilk to be offered in the final product. We recommend concentrations for use of 1 – 5 %.

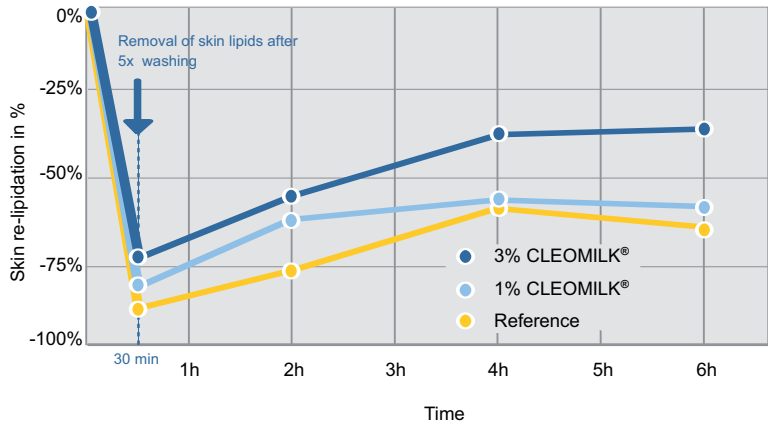
Use

CLEOMILK® can be used in bath products such as washing gels, shower gels, washing lotions, washing creams and liquid soaps for skin care use on the face and body. In addition CLEOMILK® can be used as a moisturiser in O/W emulsions.

Proven effectiveness

- Prevents dehydration and lowers transepidermal water loss (TEWL). This has been proved in an *in vivo* study.
- Counteracts skin de-lipidation when washing and promotes re-lipidation – *in vivo* study.
- CLEOMILK® accelerates the regeneration of the skin barrier. This has been confirmed in an *in vivo* study.

Skin re-lipidation – *in vivo* study with rinse-off product CLEOMILK® in shower gel



The effectiveness of CLEOMILK® in rinse-off products was confirmed. CLEOMILK® counteracts skin de-lipidation and accelerates the re-lipidation of the skin. The lipid content of the Stratum Corneum on the face was measured after treatment with 3 % and 1 % CLEOMILK®. 1 % PEG-7 Glyceryl Cocoate was used as a reference. 10 test subjects participated in the study.

Options for claims

Applications containing CLEOMILK® can make some attractive claims, e.g.:

- Bathe in milk and honey
- Feel like Cleopatra
- CLEOMILK® – your own little spa at home
- CLEOMILK® – bathe and enjoy
- ...with 50 % phytomilk
- Moisturising milk for softer, smoother skin
- Supports the hydrolipid balance

INCI

Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Nigella Sativa Seed Oil, Glyceryl Caprylate, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum

Formulations

Natural Shower Milk

ID-number	BODY Care/SURF 162/2
pH-value	approx. 5.2
appearance	white-yellow gel

Phase	Substance	INCI Name EU	Pos.*	% [w/w]	
A	Water demin.	Aqua	1	66.60	
	Dermosoft 1388 ECO	Parfum	2	3.00	
B	Glycerin 99%	Glycerin	1	2.00	
	Keltrol CG-SFT	Xanthan Gum	3	0.90	
C	Amisoft CS-22	Sodium Cocoyl Glutamate,	4	7.00	
		Disodium Cocoyl Glutamate, Aqua			
	Plantacare 818 UP	Coco Glucoside	5	10.00	
	Tangerine Oil yellow cold pressed	Citrus Nobilis	6	0.50	
	D	CLEOMILK®	Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum	7	3.00
E	Citric Acid solution 10%	Citric Acid, Aqua	1	7.00	

Production

Mix A
 Mix B, add to A whilst stirring
 Mix C, add whilst stirring
 Add D and E separately whilst stirring

*Pos. Manufacturer

- 1 several
- 2 Dr. Straetmans, Germany
- 3 CP Kelco, USA
- 4 Ajinomoto, Japan
- 5 Cognis, Germany
- 6 Essencia, Switzerland
- 7 RAHN AG, Switzerland

Natural Milk-Bath

ID-number	BODY Care/SURF 162/3
pH-value	approx. 5.2
appearance	white liquid, shake before use

Phase	Substance	INCI Name EU	Pos.*	% [w/w]
A	Water demin.	Aqua	1	41.80
	Dermosoft 1388 ECO	Parfum	2	3.00
B	Genuvisco CI-123	Carrageenan	3	0.70
C	Plantacare 2000 UP	Decyl Glucoside	4	11.00
		Sunflower Oil		
	Virgin Prunus Oil	Prunus Domestica Seed Extract	5	2.00
	Amilite ACS-12	Sodium Cocoyl Alaninate, Aqua	6	10.00
	Tangerine Oil yellow cold pressed	Citrus Nobilis	7	0.50
D	CLEOMILK®	Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum	8	3.00
E	Citric Acid solution 10%	Citric Acid, Aqua	1	5.00

Production

Mix A
 Add B whilst stirring
 Mix C, add whilst stirring
 Add D whilst stirring
 Add E whilst stirring, homogenize shortly

*Pos. Manufacturer

- 1 several
- 2 Dr. Straetmans, Germany
- 3 CP Kelco, USA
- 4 Cognis, Germany
- 5 Laboratoires Expanscience, France
- 6 Ajinomoto, Japan
- 7 Essencia, Switzerland
- 8 RAHN AG, Switzerland



Product Spotlight

Skin Nutrition Body Milk

ID-number BODY Care/MVL 162/5
 pH-value approx. 6.0
 appearance white emulsion

Phase	Substance	INCI Name EU	Pos.*	% [w/w]
A	Water demin.	Aqua	1	79.30
B	Keltrol CG-SFT	Xanthan Gum	2	0.10
	Carbopol Ultrez-10	Carbomer	3	0.20
C	Myritol 312	Caprylic/Capric Triglyceride	4	10.00
	Euxyl PE 9010	Phenoxyethanol, Ethylhexyl-glycerin	5	1.00
	Sisterna SP70-C	Sucrose Stearate	6	1.20
	Parfum Aloe Leaves	Parfum	7	0.20
D	L-Arginine 10% solution	Arginine, Aqua	8	3.00
E	CLEOMILK®	Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadosensis Leaf Juice Powder, Xanthan Gum	9	5.00

Production

Prepare A
 Mix B
 Add to A/B whilst stirring
 Mix C, add to A/B, homogenize
 Add D, homogenize strongly
 Add E, homogenize strongly

*Pos. Manufacturer

1	several
2	CP Kelco, USA
3	Lubrizol, USA
4	Cognis, Germany
5	Schülke & Mayr, Germany
6	Sisterna B.V., Netherland
7	Fragrance Resources GmbH, Germany
8	Ajinomoto, Japan
9	RAHN AG, Switzerland

Skin Nutrition Shower Milk

ID-number BODY Care/SURF 162/4
 pH-value approx. 5.5
 appearance white gel

Phase	Substance	INCI Name EU	Pos.*	% [w/w]
A	Water demin.	Aqua	1	63.10
B	Carbopol Ultrez-20	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	3	0.70
	L-Arginine 10% solution	Arginine, Aqua	5	5.00
D	Keltrol CG-SFT	Xanthan Gum	2	0.20
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	4	1.00
	Amisoft ECS-22SB	Disodium Cocoyl Glutamate, Aqua	5	3.00
	Sodium Laureth Sulfate 28%	Sodium Laureth Sulfate	1	15.00
E	Cocamidopropyl Betaine 30%	Cocamidopropyl Betaine	1	7.00
F	CLEOMILK®	Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadosensis Leaf Juice Powder, Xanthan Gum	6	5.00

Production

Prepare A
 Add B to A whilst stirring
 Add C to A/B, homogenize shortly
 Mix D, add to A/B/C whilst stirring, homogenize
 Add E to A-D whilst stirring
 Add F whilst stirring, homogenize shortly

*Pos. Manufacturer

1	several
2	CP Kelco, USA
3	Lubrizol, USA
4	Schülke & Mayr, Germany
5	Ajinomoto, Japan
6	RAHN AG, Switzerland

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Disclaimer

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