

Germany: Holistic Protection

Protect Consumers and the Environment

Be sustainable, not selfish

A brand's values have to align with those of their consumers.

Think about your choice of ingredients and say **NO** to...

- Liquid Plastic. The time to act is now!



- Ecotoxic surfactants

Surfactants are the main constituent of cleaning agents like shampoos, shower gels, soaps etc. It is absolutely essential that they are completely biodegradable.

- Water wasting

Water-free cosmetics, low viscosity or easy to rinse formulations

Source: <https://www.rossmann.de/unternehmen/verantwortung/mikroplastik.html>
<https://www.dm.de/unternehmen/engagement/nachhaltigkeit/kunststoff-mikropartikel-c1118164.html>
<https://verbund.edeka/presse/pressemitteilungen/edeka-verbund-fuehrt-„mikroplastikfrei“-siegel-ein.html>



Anti-Ageing Face Cream

Microplastic-free



Formulated with:

- Liquid plastic replacements: [Keltrol CG-SFT](#) to stabilise the emulsion and [Kelcogel CG-HA](#) to give refreshing effect
- [HydraSynol DOI](#): Lipophilic smart skin hydrator provides hydration and improved barrier function
- [LIFTONIN®-XP](#)ERT ECO: Re-builds the collagen structures in the skin and sculpts the face from within.
- [Synoxyl AZ](#): Multi-targeted anti-ageing active, stop ageing before it happens and reverse key signs of photo-damaged skin

Packaging: sugar cane eco friendly plastic cream jar made from renewable resources that make a significant contribution to reducing the level of greenhouse gas emissions.

Anti-Ageing Face Cream

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	Water demin.	Water	71.70	several
	Glycerin 99.5%	Glycerin, Water	2.00	several
	Kelcogel CG-HA	Gellan Gum	0.10	CP Kelco, US
	Keltrol CG-SFT	Xanthan Gum	0.40	CP Kelco, US
2	Dermofeel GSC	Glyceryl Stearate Citrate	2.00	Evonik, DE
	Tego Alkanol 1618	Cetearyl Alcohol	5.00	Evonik, DE
	Dermofeel Sensolv	Isoamyl Laurate	3.00	Evonik, DE
	HydraSynol DOI	Isosorbide Dicaprylate	2.00	Sytheon Ltd, US
	Myritol 312	Caprylic/Capric Triglyceride	8.00	BASF, DE
	Tegosoft CI	Cetearyl Isononanoate	2.00	Evonik, DE
	Dermosoft MCAV	Dipropylene Glycol, Caprylyl Glycol, Glyceryl Caprylate	1.00	Evonik, DE
	Synoxyl AZ	Acetyl Zingerone	0.50	Sytheon Ltd, US
	3	LIFTONIN®-XPRT ECO	Water, Mannan, Pentylene Glycol, Citric Acid	2.00
Perfume Vital N123		Fragrance	0.30	Huber the Nose, CH

With RAHN

Create your Beauty Products of Tomorrow

- Natural hydrocolloids from CPKelco are biodegradable, skin-friendly and do not harm humans and our planet.
- Mild, highly biodegradable surfactants from Ajinomoto with additional benefit of the claim "Amino Moist".
- Sucrose Ester Emulsifiers from Sisterna for safe, edible cosmetic products.
- Natural alternatives for hair care
 - Amihope LL: Natural opacifiers and pearlescent additives for cleansing products, provide a conditioning effect during washing and rinsing
 - CAE™: Conditioning agent with good biodegradability

Treasures from The World of Water

Sustainable substitutes for less desirable chemicals or non-vegan ingredients that also provide the main effects of skincare.

ALGAENIA® - the "Genius" of algae for sensitive skins

- Modulates inflammation against stresses and limits its visible effects

FOSSIL PEELING POWDER - A Unique Salt Water Diatomaceous Earth

- Ideal for use as peeling particles for smooth and thoroughly cleansed skin

RADICARE®-GOLD: Unplug and relax with your personal "Faraday shield"

- An exclusive blend from the fresh water algae *Tetradismus obliquus*
- Protects against radiation from various sources such as WiFi



Last Slide

Trend Germany



RAHN