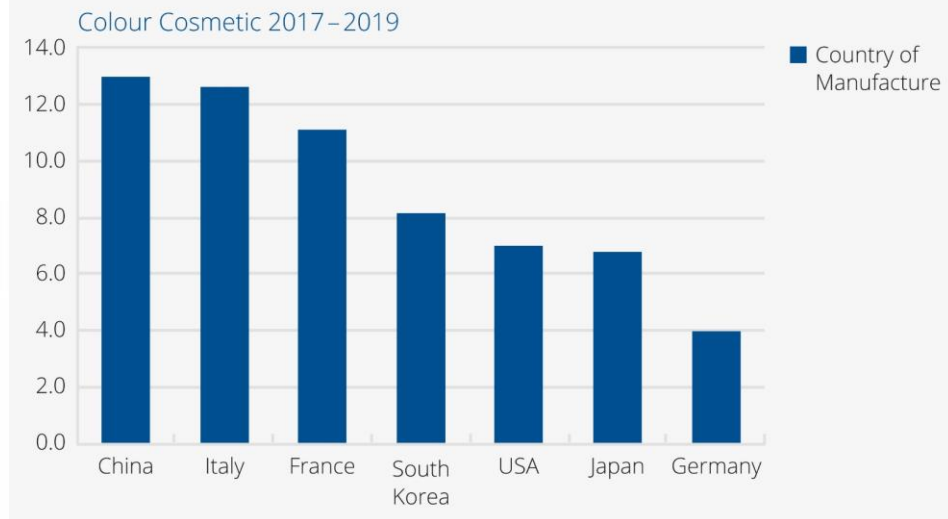


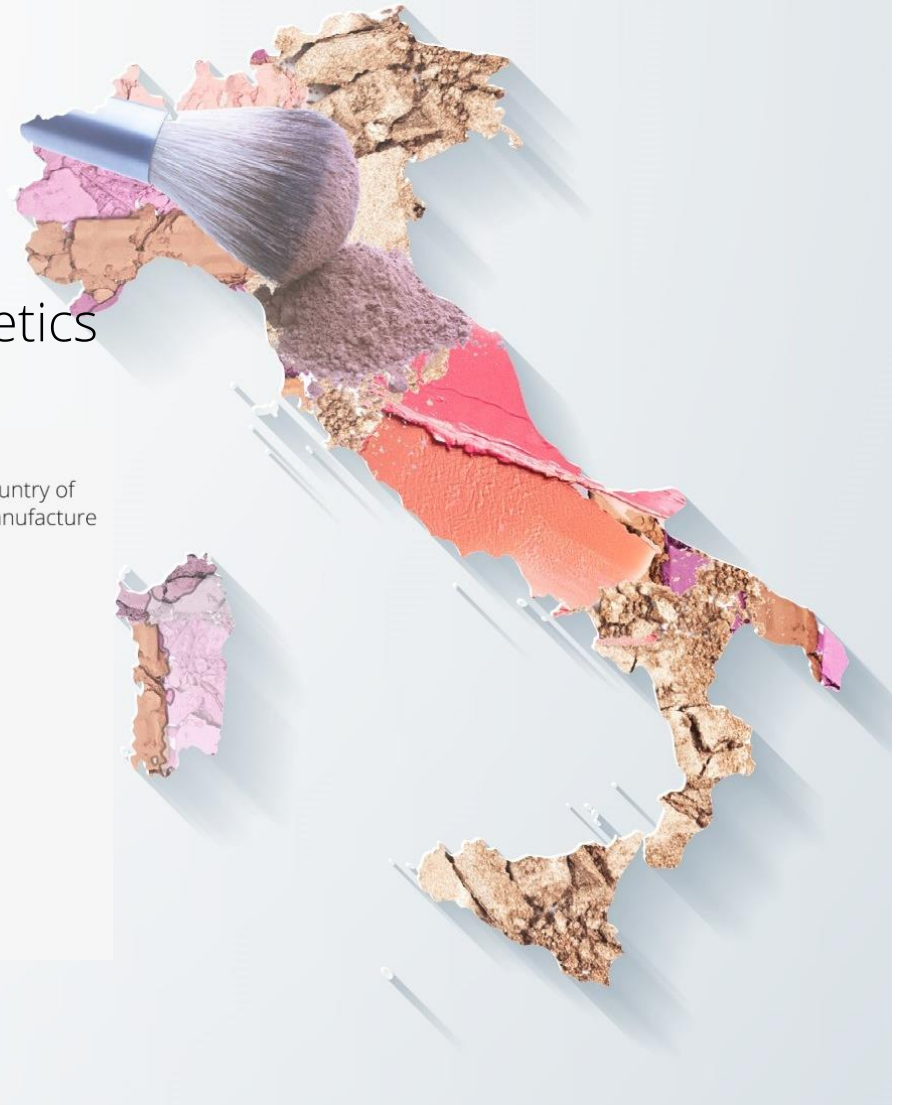
Italy

Colour for Beauty

Italy is one of the leading manufacturers of decorative cosmetics



Source: Mintel



Inspiration

Colour for Beauty

- Pantone color of the year 2020 - "Classic Blue" imparting calm, confidence and connection.
- Self-expression and uniqueness: Makeup users begin to experiment more.
- Fashion inspirations: New zones of the face receive more attention and new focus on colour.
- Nature meets Digital world
 - With love from nature: warm, earthy tones
 - Influence of the digital world: focus on fluorescent and futuristic hues
- Colour cosmetic products are continuing to align with facial skincare trends. Consumers expect skincare benefits from their make-up.



Color Evolving Lipsticks

Colour-up and replenish your lips

Our colour-evolving lipstick collection – inspired by fresh, ripe summer fruit. Stick format provides convenience, gives smoothing, moisturising and long-lasting effect.

Formulated with:

EB-21 and GP-1: Oil gelling agents which turn various oils into hard transparent gels at low concentration.

Eldew PS-203: Ceramide-like natural emollient with moisturising properties and repair function, improves luster and adhesion.

Eldew SL-205: Novel emollient with excellent pigment dispersibility, good spreadability and light feel.



Color Evolving Lipsticks

Available in four colors and four fruity flavours

- Blueberry Bliss
HydraSynol DOI: Lipophilic smart skin hydrator provides hydration and improved barrier function
- Strawberry Fields
DEFENSIL®-PLUS regenerates irritated and stressed skin
- Pineapple Pop
Virgin Maracuja Oil repairs, regenerates and soothes weakened and damaged skin
- Green Apple
Aloe Vera Oil extract improves skin regeneration, stimulates cell renewal and moisturises



Blueberry Bliss Evolving Lipstick

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	EB-21	Dibutyl Ethylhexanoyl Glutamide	2.00	Ajinomoto, JP
	GP-1	Dibutyl Lauroyl Glutamide	3.00	Ajinomoto, JP
	Eutanol G	Octyldodecanol	15.00	BASF, DE
2	Panalane L-14E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Red 27 (CI45410)	Red 27	0.20	several
	Eldew PS-203 R	Phytosteryl/Octyldodecyl Lauroyl Glutamate	5.00	Ajinomoto, JP
	Citric Acid 100%	Citric Acid	0.10	several
	HydraSynol DOI	Isosorbide Dicaprylate	2.00	Sytheon Ltd, US
	Panalane H-300E	Hydrogenated Polyisobutene	41.80	Vantage Personal Care, US
3	Blueberry & Smoothie (PN785490)	Fragrance	2.50	Aromatic Flavours & Fragrances Europe Ltd., GB
	Ultramarine Blue (CI77007)	Ultramarines	0.10	several
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	13.30	Ajinomoto, JP



Strawberry Fields Evolving Lipstick Formulation

St	Substance	INCI Name USA	% w/w	Manufacturer
1	EB-21	Dibutyl Ethylhexanoyl Glutamide	2.00	Ajinomoto, JP
	GP-1	Dibutyl Lauroyl Glutamide	3.00	Ajinomoto, JP
	Eutanol G	Octyldodecanol	15.00	BASF, DE
2	Panalane L-14E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Red 27 (CI45410)	Red 27	0.20	several
	Eldew PS-203 R	Phytosteryl/Octyldodecyl Lauroyl Glutamate	5.00	Ajinomoto, JP
	Citric Acid 100%	Citric Acid	0.10	several
	DEFENSIL®-PLUS	Octyldodecanol, Ribes Nigrum (Black Currant) Seed Oil, Helianthus Annuus (Sunflower) Seed Oil Unsaponifiables, Cardiospermum Halicacabum Flower/Leaf/Vine Extract, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	2.00	RAHN AG, CH
	Panalane H-300E	Hydrogenated Polyisobutene	41.75	Vantage Personal Care, US
	Strawberry (PN793763)	Fragrance	2.50	Aromatic Flavours & Fragrances Europe Ltd., GB
3	Unipure Red LC 381 (CI77491)	Iron Oxides	0.05	Sensient Cosmetic Technologies, FR
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	13.40	Ajinomoto, JP

Pineapple Pop Evolving Lipstick

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	EB-21	Dibutyl Ethylhexanoyl Glutamide	2.00	Ajinomoto, JP
	GP-1	Dibutyl Lauroyl Glutamide	3.00	Ajinomoto, JP
	Eutanol G	Octyldodecanol	15.00	BASF, DE
2	Panalane L-14E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Red 27 (CI45410)	Red 27	0.20	several
	Eldew PS-203 R	Phytosteryl/Octyldodecyl Lauroyl Glutamate	5.00	Ajinomoto, JP
	Citric Acid 100%	Citric Acid	0.25	several
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	2.00	Laboratoires Expanscience, FR
	Panalane H-300E	Hydrogenated Polyisobutene	40.13	Vantage Personal Care, US
3	Pineapple	Fragrance	4.00	Mystic Moments, UK
	Unipure Yellow LC 182 (CI77492)	Iron Oxides	0.03	Sensient Cosmetic Technologies, FR
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	13.40	Ajinomoto, JP

Green Apple Evolving Lipstick

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	EB-21	Dibutyl Ethylhexanoyl Glutamide	2.00	Ajinomoto, JP
	GP-1	Dibutyl Lauroyl Glutamide	3.00	Ajinomoto, JP
	Eutanol G	Octyldodecanol	15.00	BASF, DE
2	Panalane L-14E	Hydrogenated Polyisobutene	15.00	Vantage Personal Care, US
	Red 27 (CI45410)	Red 27	0.20	several
	Eldew PS-203 R	Phytosteryl/Octyldodecyl Lauroyl Glutamate	5.00	Ajinomoto, JP
	Citric Acid 100%	Citric Acid	0.10	several
	AO002 Aloe Vera Oil Extract	Glycine Soja (Soybean) Oil, Aloe Barbadensis Leaf Extract	2.00	Terry Laboratories, Inc., US
	Panalane H-300E	Hydrogenated Polyisobutene	40.10	Vantage Personal Care, US
3	Green Apple	Fragrance	4.00	Mystic Moments, UK
	Chromium Green Oxide (CI77288)	Chromium Oxide Greens	0.20	several
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	13.40	Ajinomoto, JP

With RAHN

Create your Beauty Products of Tomorrow

Top Claims in last 3 years (Source: Mintel)

- Long-lasting: 42 % of global launches
- Brightening / Illuminating: 33 % of global launches

Amihope LL

- Spreads evenly, without caking, gives an even and natural look
- Provides a moisturized, silky skin feel and water resistance

ILLUMISCIN®

- Illuminates Skin by Eliminating Age Spots
- Promotes depigmentation and prevents repigmentation

