

# Instant Beauty

Skincare with visible instantaneous effects sounds extremely tempting, doesn't it?



Life in general has become more **fast-paced** again and we are looking for ways to **squeeze just a bit more time out of the day**. Time is becoming increasingly valuable in our **multitasking life**, prompting people to seek out products that provide **real-time** and **instant results**.

**Instant Beauty** is thus a trend that is particularly noticeable among people who are **always on the go**. In order to meet their **needs**, they seek out products that may serve multiple purposes. These products should provide **quick results**, energizing your skin and making it more radiant, toned, and smooth prior to any important meeting. Instant results also **inspire** customers to use the product more **regularly**.

Customers who want **results right away** frequently experiment on their own with different combinations of cosmetic products in an effort to achieve the **desired effect more quickly**. Such Instant Beauty practices, however, are not always effective. Applied to your skin right after care cosmetics, colour cosmetics will not give the desired result; quite the contrary, they may have a **poor impact** on your skin. Applying different products layer after layer, before the previous one has been absorbed, may **clog up** your pores.

The instant effects mission is simple: it is about translating these consumer desires into reality using **suitable & efficient active ingredients** and **sensory & visual modifier ingredients**, which deliver on both look and feel by providing a natural, healthy, and radiant appearance.

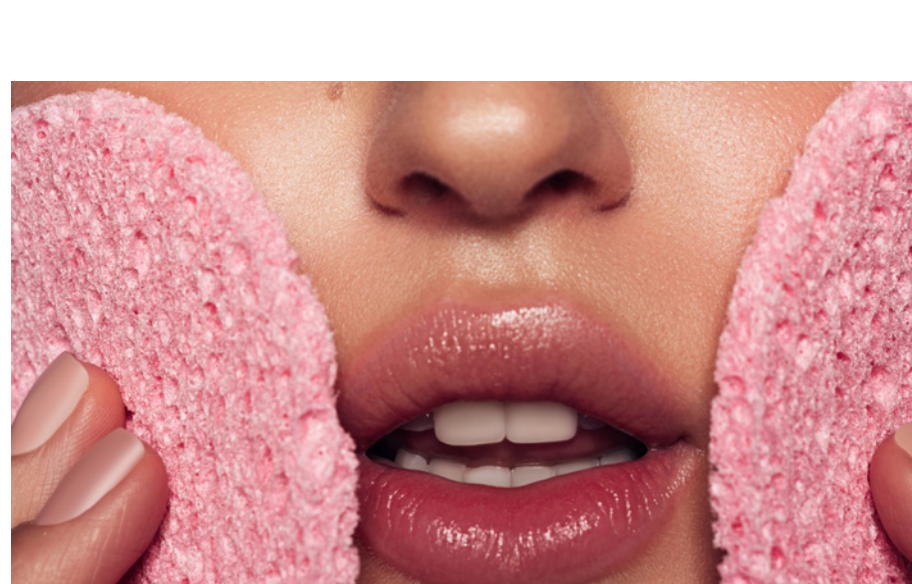
Are you able to relate?

If that's the case, you absolutely need to get your hands on these products ...

## 1. For instant pore minimizing: Amihope® LL\*

**Amihope® LL** is a **texture modifier** based on amino acids. It's a fine organic **natural powder** made from L-Lysine and coconut fatty acid. As it is hardly soluble in water or organic solvents, it can be utilized as a powdered texture modifier in a variety of cosmetic applications. As a small molecular organic compound based on fatty acid, it gives the skin a **soft** and **silky feel** while also providing **outstanding emolliency**. The flat and hexagonal structures of the particles allow for great skin adhesion, resulting in long-lasting and instant effects.

According to studies, **Amihope® LL** has excellent **skin adherence** and provides **instantaneous pore covering**. It has a matte, non-shimmering finish, increases spreadability, and reduces skin stickiness. Additionally, it delivers a very smooth, soft, and silky feel, making it an ideal ingredient in a variety of cosmetic products.



\*only available for our customers in: AT, CH, DE, IE and UK

**Recommended use level:** 2 – 20 % (depending on product)

**INCI PCPC:** Lauroyl Lysine

## 2. For instant skin relief: DEFENSIL®-SOFT

**DEFENSIL®-SOFT** contains an extract obtained from **wild-picked mushrooms** of the *Albatrellus* family. It acts as a **neuro-soother** by extending the feel-good zone of stressed and irritated skin.

Our bodies are **exposed to irritants** and **stressors** on a **daily basis**. How we deal with these depends on our own **individual nervous system**. But there is one thing common to us all: when we are under **too much stress**, we **end up off balance**. The same applies to our **skin**. There is no other organ in our body that reacts so extensively to stress, and the **skin** has an **active sensory system** in which the neurons are the most important players. Our skin becomes **sensitive** if its nerve cells are constantly in the firing line or **inflammatory reactions** persist; **itching** and **irritation** are the results. The TRPV1 receptor is a key player in these sensations. It is a calcium channel that is designed to open following stimulation by heat, acids or chemical compounds that act as irritants. TRPV1 is located in the cell wall of sensory neurons.

Clinical studies have shown that **DEFENSIL®-SOFT** instantly **soothes** irritated skin and **prevents** the development of sensitive skin after irritation in **just a few minutes**. It extends the skin's feel-good zone by **augmenting the pain threshold** and **reducing** the perception of the **stinging** and **burning effects** that occur, for example, in association with **sunburned skin**. Skin microcirculation and skin reddening are rapidly **suppressed** with **DEFENSIL®-SOFT**. *In-vitro* studies have demonstrated the direct **inhibition** of the neuronal pain receptor TRPV1 and the **prevention** of its sensitisation. As a consequence, the calcium influx into this neuron and the release of CGRP are blocked, thus **calming** sensations and epidermal tissue. The neurogenic inflammatory reaction is almost completely suppressed.



**Recommended use level:** 1 – 3 %

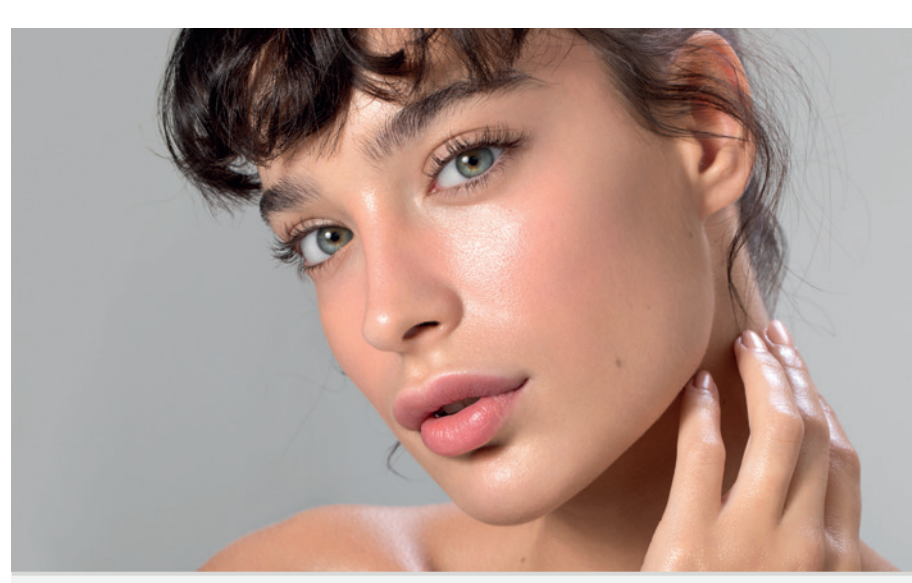
**INCI PCPC:** Propanediol, Albatrellus Confluens (Mushroom) Extract, Citric Acid

## 3. For an instant splash of moisture: Gamma-MAX

**Gamma-MAX** is a novel **water-soluble peptide** that occurs naturally in our bodies. It is **produced** under **controlled fermentation** with glutamic acid using a proprietary, non-GMO strain of *Bacillus subtilis*. Glutamic acid is made by **fermentation** of sugar cane.

In studies, **Gamma-MAX** was shown to have **exceptional moisture binding** characteristics, allowing for **maximum, immediate, and long-lasting hydration**. It also acts as a **hyaluronic acid (HA) booster** by increasing skin suppleness and improving the stability of HA on the skin. **Gamma-MAX**, on the other hand, offers fantastic **sensory** characteristics.

**Gamma-MAX** is a fantastic **four-dimensional** moist complex: immediate, long-lasting, profound, and visible.



**Recommended use level:** 0.05 – 0.1 %

**INCI PCPC:** Sodium Polyglutamate

## 4. For instant lifting: LIFTONIN®-XPRESS

**LIFTONIN®-XPRESS** is a **powerful lifting** agent composed of a unique mixture of **highly active polysaccharides** of natural and biotechnological origin.

Natural or premature ageing triggers sagging skin and wrinkling of the skin. It starts with a **deepening** of the **microrelief**, progresses to the development of **fine lines**, and ends in permanent wrinkles. Depending on the severity, this can contribute to the appearance of aged skin. The **polysaccharides** in **LIFTONIN®-XPRESS** **level out** the **wrinkles** in **seconds** through a **real lifting process**, leaving the skin looking smooth and rejuvenated for hours.

**Clinical studies** have shown that **LIFTONIN®-XPRESS** **lifts** the **skin instantly** and **reduces the wrinkle volume** in the forehead and eye area by up to **30%**. It provides a smoothing effect on the appearance of aged skin, **lasting for up to 6 hours**.



**Recommended use level:** 0.5 – 3.0 %

**INCI PCPC:** Hydroxypropyl Methylcellulose, Pullulan, Porphyridium Cruentum Extract

## 5. For an instant positive mood and skin glow: MYRAMAZE®-ESSENCE

**MYRAMAZE®-ESSENCE** is a **sensocosmetic** active ingredient that **revives** and **vitalises** the skin. It reinstates the skin's natural **radiance** and **relaxes skin** and **mind**.

**Stressed** and **dehydrated** skin can look sallow and dull. If you are also in a **depressed mood**, this has an additional **negative effect** on the appearance of your **skin**. **MYRAMAZE®-ESSENCE** **revitalises** the skin with the help of all the **senses**: its scent compounds can **lighten the mood** even at low-threshold concentrations. There is a **reinvigorating effect** and returning it to a healthy state. **Skin becomes relaxed and luminous**.

Clinical studies have shown that already **after 5 minutes** **MYRAMAZE®-ESSENCE** can **elicit** a more **positive mood** in persons under **stress** by instantly **lowering** levels of **stress hormones**. 30 minutes after application, it generates **exceptional radiance** by activating five triggers: it **balances** facial hydration, **reduces** redness, **brightens**, **reduces** roughness and **increases** gloss. In addition, the skin barrier is strengthened, and the skin becomes more elastic.

*In-vitro* studies have demonstrated that **MYRAMAZE®-ESSENCE** **activates** bitter taste receptors on keratinocytes, inducing a calcium influx which is the driver of **skin vitality**. It relaxes fibroblasts and restores them to a juvenile state.



**Recommended use level:** 1 – 3 %

**INCI PCPC:** Caprylic / Capric Triglyceride, Myrothamnus Flabellifolia Leaf / Stem Extract

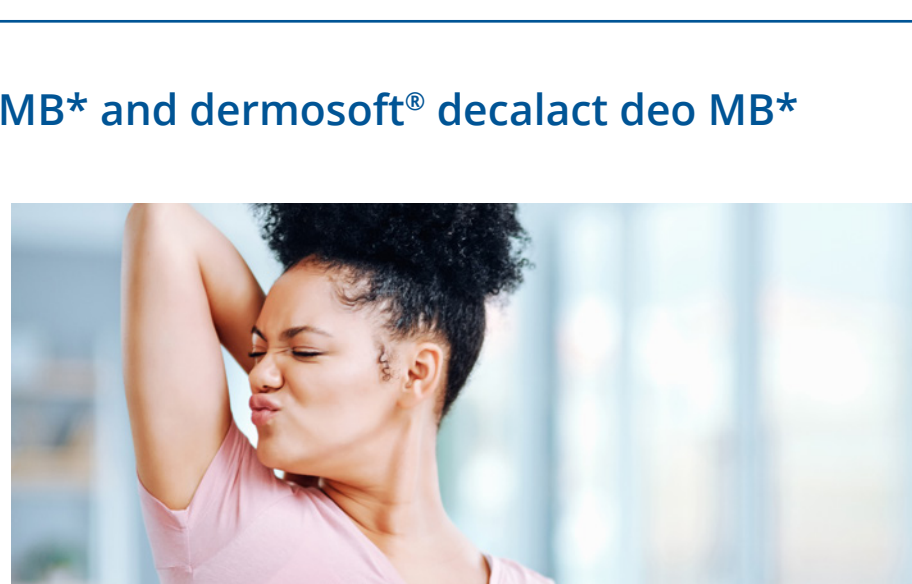
## 6. For instant odour reduction: TEGO® Cosmo P 813 MB\* and dermosoft® decalact deo MB\*

**TEGO® Cosmo P 813 MB** is a **mild** vegetable based cosmetic **co-emulsifier** with **anti-microbial** properties especially beneficial for the use in **AP/Deo formulations**. It reliably **reduces** odor-causing bacteria on the skin at very low concentrations, while being **non-irritating** and **non-sensitizing** to the skin.

Benefits at a glance:

- "Intelligent" **deodorant** with both immediate and extended benefits
- **24 hours** reserve efficacy
- Dermatological benefits (humectancy, mildness)
- **Easy** to formulate

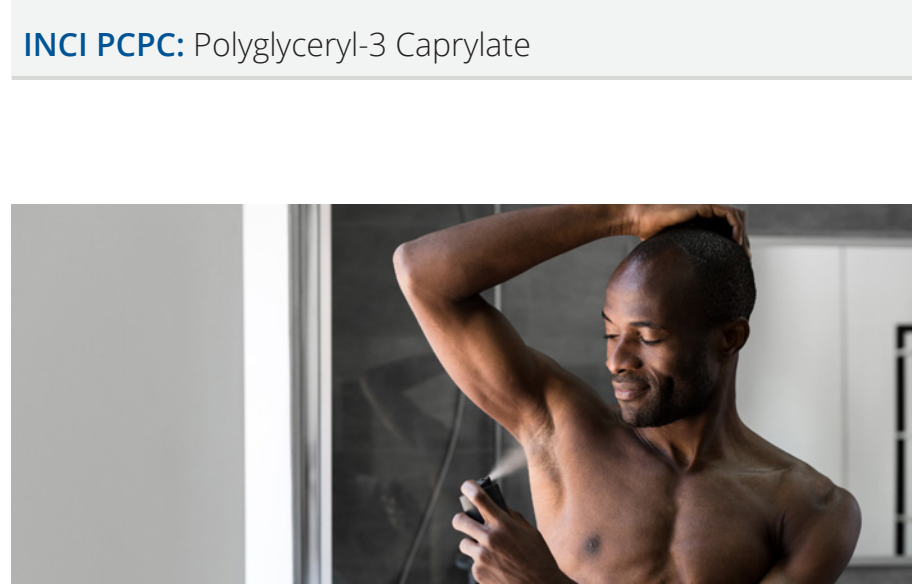
**Dermosoft® decalact deo MB** is a **natural deodorant active** blend with **antimicrobial** properties. It is liquid and easy to handle. The synergistic composition is **highly effective** against **microorganisms** causing body odour. Results from an *in-vivo* study prove the 24h-deodorant activity as comparable or superior to benchmark products.



\*only available for our customers in: AT and CH

**Recommended use level:** 0.2 – 2.0 %

**INCI PCPC:** Polyglyceryl-3 Caprylate



\*only available for our customers in: AT and CH

**Recommended use level:** 0.2 – 2.0 %

**INCI PCPC:** Sodium Caproyl / Lauroyl Lactylate; Triethyl Citrate; Salvia Officinalis (Sage) Oil

Both **TEGO® Cosmo P 813 MB** and **dermosoft® decalact deo MB** are effective antimicrobial skin actives with a 24-hour deodorant efficacy for an instant or even extended effect.