

# Australia

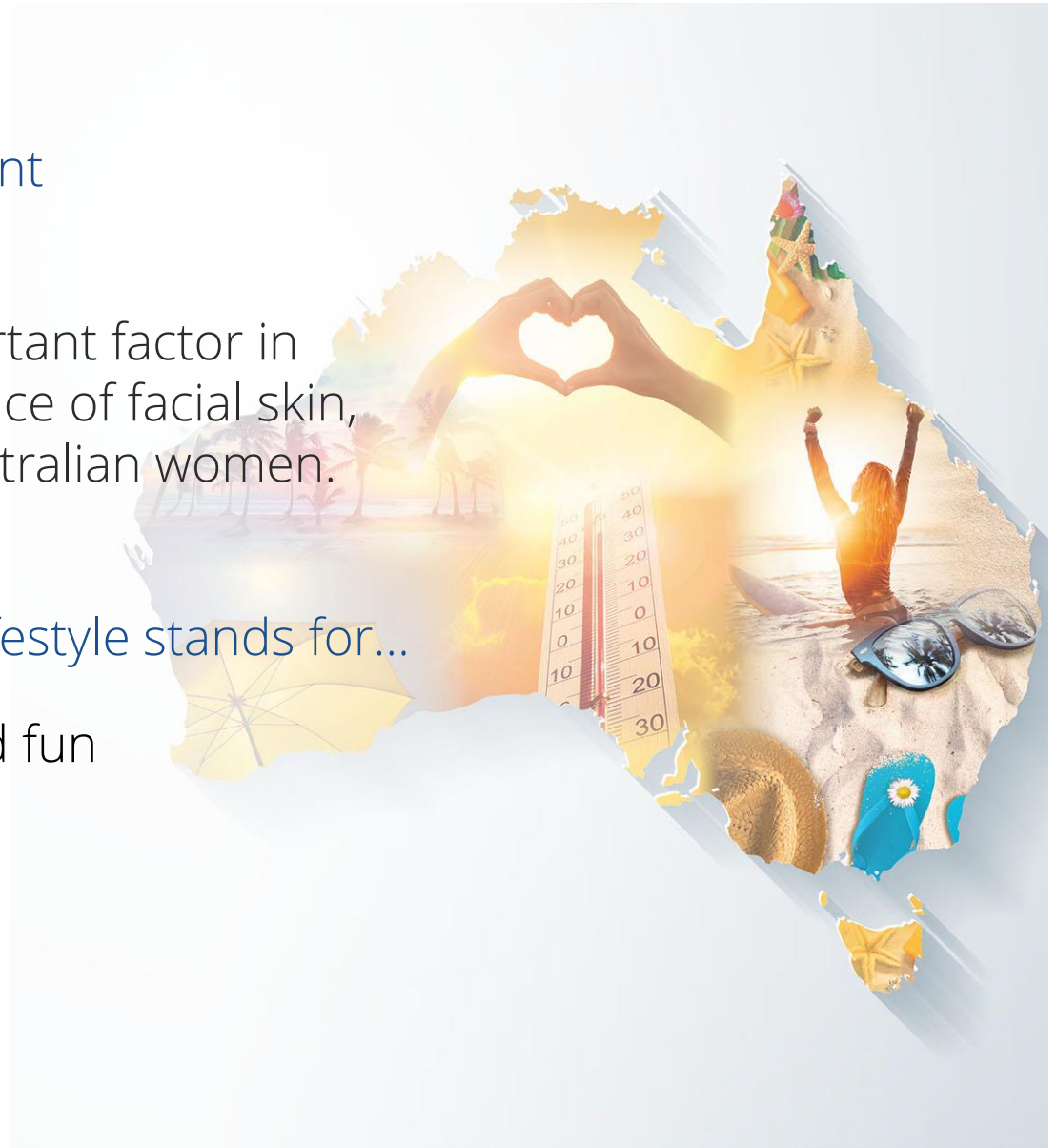
Enjoy the moment

Lifestyle is the most important factor in determining the appearance of facial skin, according to 55 %\* of Australian women.

The Australian laid-back lifestyle stands for...

- Summer, sun, beach and fun
- Traveling adventures

\* Source: Mintel



# Inner Skin Beauty

## Wellbeing Rhythm Cream

Feel protected while traveling

Formulated with **CELLIGENT®** - Stop Epidermal Jetlag®

- Protects epidermal stem cells against UV-related performance drop-down
- Recalibrates circadian clock genes after UV stress
- Strengthens and regenerates the skin barrier after UV-related damage
- Protects cells against lipid peroxidation
- Protects the product against deterioration caused by oxidation and light exposure



# Wellbeing Rhythm Cream

## Formulation

St	Substance	INCI Name USA	% w/w	Manufacturer
1	Water demin.	Water	52.90	several
2	Disodium EDTA	Disodium EDTA	0.10	several
	Kelcogel CG-HA	Gellan Gum	0.15	CP Kelco, DE
	Keltrol CG-SFT	Xanthan Gum	0.40	CP Kelco, US
	Tinosorb M	Methylene bis-Benzotriazolyl Tetramethylbutylphenol, Water, Decyl Glucoside, Propylene Glycol, Xanthan Gum	7.00	BASF, DE
3	Sisterna SP70-C	Sucrose Stearate	0.50	Sisterna B.V., NL
	Tinosorb S	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	2.00	BASF, DE
	Dermofeel GSC	Glyceryl Stearate Citrate	2.50	Evonik, DE
	Tego Alkanol 1618	Cetearyl Alcohol	2.00	Evonik, DE
	Myritol 318	Caprylic/Capric Triglyceride	7.00	BASF, DE
	Tegosoft DEC	Diethylhexyl Carbonate	5.00	Evonik, DE
	Tegosoft TN	C12-15 Alkyl Benzoate	8.00	Evonik, DE
	Neo Heliopan 303	Octocrylene	5.00	Symrise, DE
	Parsol 1789	Butyl Methoxydibenzoylmethane	3.00	DSM, NL
	Dermosoft MCAV	Dipropylene Glycol, Caprylyl Glycol, Glyceryl Caprylate	1.00	Evonik, DE
	Amisoft HS-11P(F)	Sodium Stearoyl Glutamate	0.20	Ajinomoto, JP
4	NaOH solution 10%	Sodium Hydroxide, Water	0.05	several
5	CELLIGENT® 2020	Helianthus Annuus (Sunflower) Seed Oil, Ethyl Ferulate, Rosmarinus Officinalis (Rosemary) Leaf Extract, Tocopherol	3.00	RAHN AG, CH
6	Nive M378	Fragrance	0.20	Huber the Nose, C



# Grab'n Go Cleansing Stick



This is a new category of cleansers that streamline your routine and fit into a carry-on bag with ease on your travels. Cleansing sticks don't require more than three steps to use: Wet your face, rub stick over skin, and rinse.

Formulated with:

- **HydraSynol DOI:** A cost-effective solution in improving skin hydration, barrier homeostasis and epidermal architecture
- **Amisoft GS-11P:** Mild powder surfactant for gentle cleansing
- **Sisterna A10E-C:** Formulation stabiliser
- **Tea tree oil:** Leaves of the small tree *Melaleuca alternifolia* native to Australia. It is known to act as a natural antiseptic and purifies and protects the skin and soothes any inflammations

# Grab'n Go Cleansing Stick

## Formulation

St	Substance	INCI Name USA	% w/w	Manufacturer	
1	Tego Alkanol 1618	Cetearyl Alcohol	27.80	Evonik, DE	
	TEGO Feel C10	Cellulose	1.00	Evonik, DE	
	Sisterna A10E-C	Sucrose Tetrastearate Triacetate	2.50	Sisterna B.V., NL	
	HydraSynol DOI	Isosorbide Dicaprylate	2.00	Sytheon Ltd, US	
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	2.30	All Organic Trading GmbH, DE	
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	2.00	Henry Lamotte Oils, DE	
	Tego SMO V	Sorbitan Oleate	0.20	Evonik, DE	
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	6.00	Laboratoires Expanscience, FR	
	Tea Tree Oil	Melaleuca Alternifolia (Tea Tree) Leaf Oil	3.50	Diverse, CH	
	Dermosoft GMCY	Glyceryl Caprylate	0.50	Evonik, DE	
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE	
	2	Amisoft GS-11P	Sodium Stearoyl Glutamate, Sodium Cocoyl Glutamate	20.00	Ajinomoto, JP
		Elfan AT G	Sodium Cocoyl Isethionate	30.00	Akzo Nobel Chemicals GmbH, DE
Charcoal Powder		Carbon	2.00	several	





# With RAHN

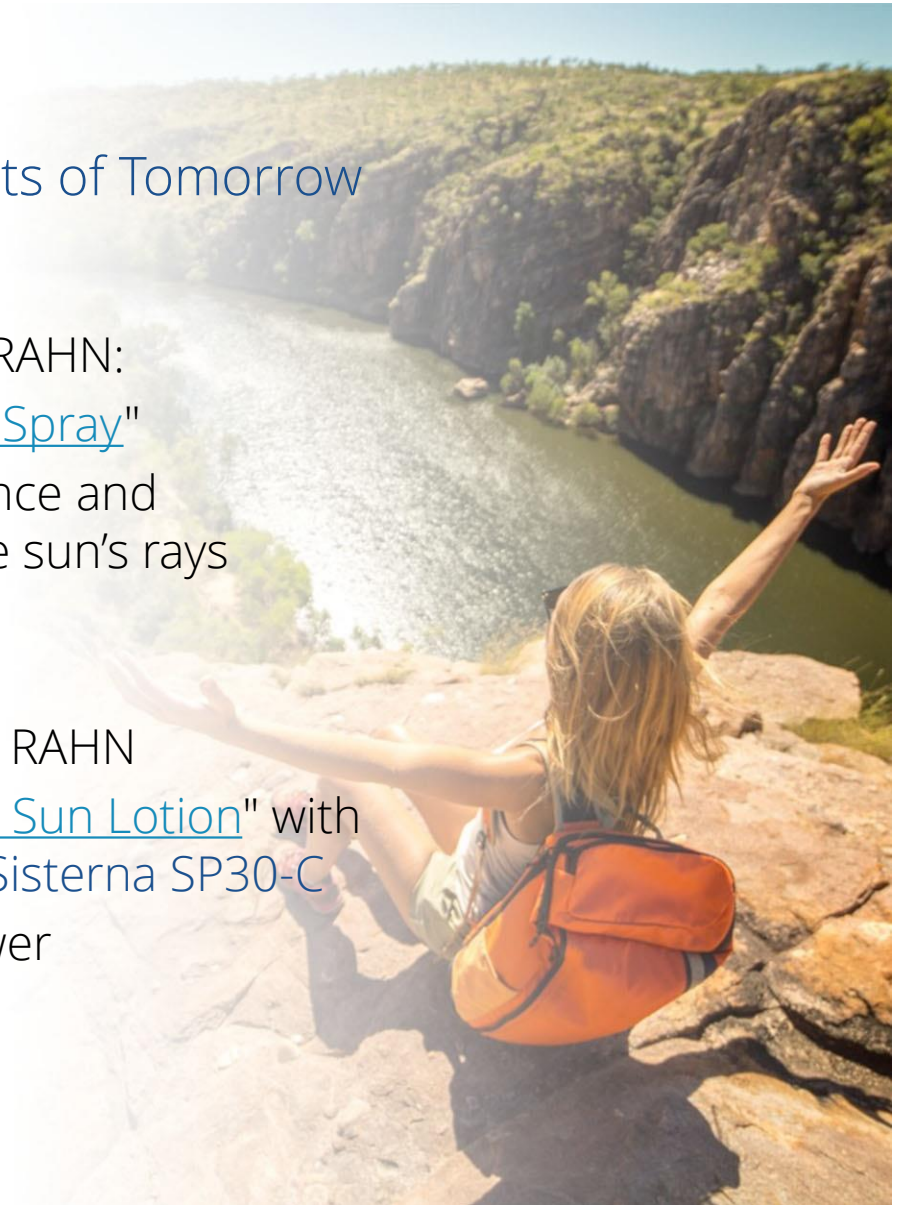
Create your Beauty Products of Tomorrow

Outdoor Adventure => Concept from RAHN:

- Formulation "[BI-READY Slim and Sun Spray](#)"
- Use [Macaline®](#) to refine the appearance and [α-Lupaline](#) to prepare the skin for the sun's rays and protect it against UV damage.

Outback Experiences => Concept from RAHN

- Formulation "[Skin Regenerating After Sun Lotion](#)" with mild emulsifier [Sisterna SP70-C](#) and [Sisterna SP30-C](#)
- Use [MYRAMAZE®](#) to provide new power for outdoor-stressed skin



# Last Slide

## Trend Australia

