

# PROTEOLEA®

6 Years younger in 4 Weeks





# How to address three

## different types of consumers

### with only one product?

#### **Detox Type**



Meeting my best friends means talking about kids and family but also about how to preserve a youthful appearance. A healthy lifestyle as pre-condition is already part of my habits. I like the idea of cosmetics helping the skin to help itself.

PROTEOLEA® stimulates the anti-age process within my skin and detoxifies it so that the skin's natural functions are restored.

My favorite BB cream: Be detoxed, Be healthy

#### **Anti-Glycation Type**

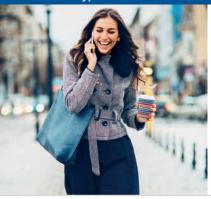


Even though I don't hide my age, I want to make the very best of myself. That's why I'm always interested in the latest results of anti-age research in skin care.

PROTEOLEA® successfully reduces the accumulation of Advanced Glycation End products (AGE) which glue together collagen fibres thus preventing the loss of elasticity and firmness.

My favorite BB cream: Bye Bye AGE

#### Anti-Pollution Type



Inspiration, action and constant change: I love living in a big, vibrant city. My skin doesn't: stress, pollution, UV rays etc. are real challenges with regard to first signs of ageing. That's why I feel responsible to protect my skin from harming environmental influences to preserve its youthful appearance.

PROTEOLEA® protects my skin against urban stress with a powerful barrier of anti-oxidants and strengthens its resistance against oxidative stress

My favorite BB cream: Urban Pollution, Better Beware

#### WHICH CONSUMER TYPE ARE YOU?

Interested in getting more detailed information about the marketing concept with PROTEOLEA®? Email to cosmetics@rahn-group.com.



#### BB cream with 3 % PROTEOLEA® (700343.0001)

St	Substance	INCI Name USA	% [w/w]	Manufacturer
1	Water demin.	Water	60.98	several
	Disodium EDTA	Disodium EDTA	0.20	several
	Dermosoft OMP	Methylpropanediol, Caprylyl Glycol, Phenylpropanol	3.50	Dr. Straetmans, DE
2	Colorona Oriental Beige	Mica, Titanium Dioxide, Iron Oxides	1.00	Merck KGaA, DE
3	Tego Carbomer 340 FD	Carbomer	0.35	Evonik Industries AG, DE
4	Tegosoft CT	Caprylic/Capric Triglyceride	12.00	Evonik Industries AG, DE
	Neo Heliopan HMS	Homosalate	2.00	Symrise, DE
	Neo Heliopan 303	Octocrylene	2.00	Symrise, DE
	Parsol 1789	Butyl Methoxydibenzoylmethane	1.50	DSM, NL
	Eldew SL-205	Isopropyl Lauroyl Sarcosinate	2.00	Ajinomoto, JP
	DC 345 Fluid	Cyclopentasiloxane	0.50	Dow Corning, US
	Dermofeel GSC	Glyceryl Stearate Citrate	3.00	Dr. Straetmans, DE
	Tego Alkanol 6855	Cetearyl Alcohol	1.00	Evonik Industries AG, DI
	Keltrol CG-SFT	Xanthan Gum	0.40	CP Kelco, US
	Snowtitan-LL	Titanium Dioxide, Silica, Lauroyl Lysine	2.00	Sunjin Beauty Science Co.,Ltd,KR
	Amisoft HS-11P(F)	Sodium Stearoyl Glutamate	0.50	Ajinomoto, JP
	Unipure White LC 981	Titanium Dioxide	2.50	Sunjin Beauty Science Co.,Ltd,KR
	Unipure Yellow LC 182	Iron Oxides	0.30	Sunjin Beauty Science Co.,Ltd,KR
	Unipure Red LC 381	Iron Oxides	0.10	Sunjin Beauty Science Co.,Ltd,KR
	Unipure Black LC 989	Iron Oxides	0.02	Sunjin Beauty Science Co.,Ltd,KR
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Dr. Straetmans, DE
5	NaOH solution 10 %	Sodium Hydroxide, Water	0.80	several
6	PROTEOLEA®	Glycerin, Water, Levan, Decyl Glucoside, Olea Europaea (Olive) Leaf Extract, Phenethyl Alcohol, Zizyphus Jujuba Seed Extract, Citric Acid, Ascorbic Acid	3.00	RAHN AG, CH
7	Beautiful (PN 803837)	Fragrance	0.15	Aromatic Flavours & Fragrances Europe Ltd.,

#### Production

Mix 1, add 2 while stirring / Sprinkle 3 on the surface not stirring, wait until the powder is fully saturated, mix thoroughly until completely smooth / Heat to 75°C while stirring / Mix 4, heat to 75°C, homogenise until the pigments are fully dispersed and the phase is homogenous / Add 4 to 1-3 while stirring, homogenise / Add 5 while stirring, homogenise / Cool to 40°C while stirring, Add 6 and 7 separately while stirring, homogenise / Cool to 25°C while stirring

RAHN GmbH Hahnstrasse 70 DE-60528 Frankfurt am Main Tel. 0800 1 816 015 Fax 0800 1 816 016

RAHN (UK) Ltd.
55 Baker Street
GB-London
W1U 7EU
Tel. 0800 0 323 743
Fax 0800 0 323 744

RAHN France Sarl 91 rue de Faubourg Saint-Honoré FR-75008 Paris Tel. 0800 913023 Fax 0800 918268

> RAHN USA Corp. 1005 North Commons Drive Aurora, Illinois 60504, USA Tel. +1 630 851 4220 Fax +1 630 851 4863

RAHN Trading (Shanghai) Co. LTD
Room 105, Building 1
3669 Jin Du Road
Shanghai Xinzhuang Industry Park
Shanghai 201108
P.R. of China
Tel. +86 21 5442 8871
Fax +86 21 5442 8879

cosmetics@rahn-group.com www.rahn-group.com

#### **RAHN AG**

Dörflistrasse 120 CH-8050 Zürich Tel. +41 44 315 42 00 Fax +41 44 315 42 45



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