

Active Beauty –

Athleisure and Athbeauty Trends

This global beauty trend is based on the phrase “a healthy mind in a healthy body”. There is a rising demand for products supporting a healthy and physically fit lifestyle, indeed this is now more important than ever.

As consumers are increasingly being encouraged to train body and mind, cosmetic brands that meet this trend with their range of products can particularly address the needs of active consumers.

According to research carried out by Mintel, 48 % of German consumers are interested in body care products that help re-

generation after sport. 46 % of Spanish consumers find fragrances that encourage them to intensify their workouts really exciting. Among French consumers, 36 % claim they are interested in sportswear that releases care products or scents when the body temperature changes. In Italy on the other hand, 53 % of consumers claim they are interested in care products that strengthen and prolong the effects of their training. (Source: Lightspeed/Mintel)

Innovate products for before, during and after sport are in demand ...



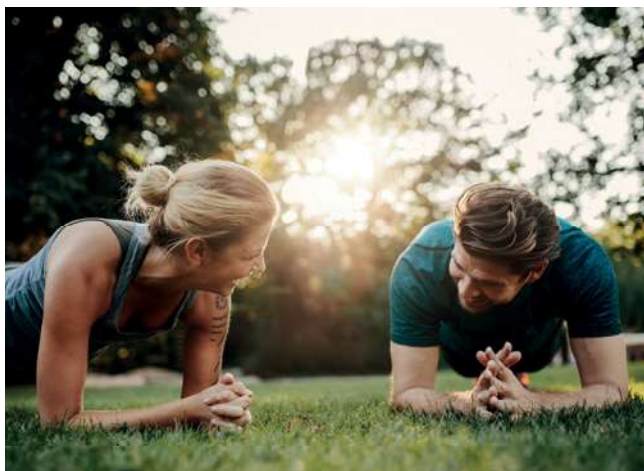
AQUA-FITNESS

Water sports enthusiasts in particular need to make sure they use skincare products with a high moisture content because water dries out the skin and hair. Water leaches the skin's own oils from the upper skin layer – this effect is intensified by skin and hair cleansing products as well as chlorine additives in the water.

Aqualicia® helps to re-energise water distribution through the absorption and fixing of water. The NMF-forming components of the skin are stimulated which leads to an increase in the moisture content of the stratum corneum.

Gamma-MAX and Oligo are amino-acid based active ingredients that immediately moisten the skin with lasting effect. γ -MAX and γ -Oligo are available as high- or low-molecular-weight hydrolysates depending on whether the product is designed to take effect on or in the skin. γ -MAX and γ -Oligo also inhibit hyaluronidase whereby the dermal and topically applied hyaluronic acid is inhibited in enzymatic degradation. The barrier function of the skin is also strengthened which leads to an increased resistance to external aggressors.





OUTDOOR-SPORT

...when the great outdoors becomes your gym. If you train outdoors, you must not forget sun protection. You only maintain protection if you regularly re-apply sun protection cream. Because sweat, sand and water slowly but surely can remove the protection you apply. The consequence is sunburn. And hair is also not spared from sun damage either. That is why it is a good idea to cover your head when training outdoors or apply a suitable haircare product with UV-protection.

BI-READY Slim and Sun Spray with **Macaline®** and **α -Lupaline®**. This biphasic product was especially developed to prepare your skin for the sun's rays and protect it from UV damage and also refine your appearance.

Synoxyl® HSS is a multifunctional photostabiliser with excellent SPF-booster properties. Oxidation damage resulting from UVA-induced radical formation is also reduced. Synoxyl® HSS is biodegradable, supports the water resistance of the product and is therefore also very good in cosmetic products for water sports enthusiasts.

Silkgel is a functional silk polypeptide which is made in a biotechnological process. A concentration of only 2 % is enough for the breathable protein film to provide effective protection and it therefore acts like a "STOP" sign for environmental pollution, harmful substances, microorganisms and irritants. Another benefit is the fixing property of Silkgel. By forming a three-dimensional, breathable and non-occlusive film on the skin, substances applied are fixed which leads to prolonged effectiveness.

CELLIGENT® strengthens the skin's natural defensive mechanism against the sun's rays and protects the DNA in the skin cells. The risk of long-term damage and premature ageing of the skin is minimised.



SELF DEFENCE

...when hair and skin need special protection due to a disturbed and stressed barrier function.

ORMESIA®, your daily protector against IN & OUTdoor pollution. ORMESIA® activates the skin's biological self-defence mechanism, so-called hormesis, offers protection against negative environmental effects and protects against the damaging effects of the sun. But is it enough to just protect the skin from UV light? The latest findings on skin-ageing show that infrared light, "blue light", and high-energy visible light (HEV), which is used in fitness studios, can trigger oxidative stress and so contribute to skin-ageing.

α -LUPALINE® protects the skin from environmental stimulants and defends against oxidative stress which is caused by daily exposure to light such as IR, UV and "blue light".

MYRAMAZE®: Bodyguard and protective factor against blue light for stressed and sensitive skin. MYRAMAZE® protects the skin cells in dry conditions and stabilises the skin's own moisture and lipid barrier. Skin regeneration is thereby improved.

PROTEOLEA®: Cell-recycling manager and anti-blue-light formula for skin that looks six years younger in only four weeks. PROTEOLEA® smooths the skin, dispenses moisture and promotes skin regeneration, leaving the skin looking more radiant.



WELLNESS

MYRAMAZE®: 48 h+ skin wellness. Treat your skin to a bit of a break. MYRAMAZE® gives a feeling of calm and a new sense of well-being in just five steps. Your skin will flourish noticeably. Dry skin areas are supplied with moisture; the stressed skin barrier gains renewed energy and especially sensitive skin areas are revitalised.

DEFENSIL®-SOFT is based on the edible fungus *Albatrellus ovinus*, also known as the truffle of the north. Thanks to its active ingredients grifolin, neogrifolin and scutigeral, DEFENSIL®-SOFT effectively inhibits the pain receptor TRPV1, a mediator for hypersensitive skin and premature skin-ageing. When applied to the skin, DEFENSIL®-SOFT reduces discomfort and skin irritation in minutes, prevents “thermal ageing” and calms allergy-prone skin.

“Yoga for the skin” with **Synastol® TC**. *Terminalia chebula*, known as Arura in Tibet is a well-known and very traditional plant used in Ayurvedic medicine. The tree grows in deciduous forests on dry slopes in various regions of Asia and has characteristically brownish stone fruit. Life-giving, nourishing and body-strengthening effects are attributed to the fruit and it is used to normalise the body's balance.



LEGS, TUM AND BUM

SLIMEXIR® is your whole-body fitness trainer to bring problem areas into form and keep them there. Activate and firm up is the motto here – whether it is your legs, tum or bum – or even neck and arms. The in-vivo empirical evidence is unusually extensive for this power ingredient.

LIFTONIN®-XPRT is the ideal partner for products to combat flabby skin or stretch marks – for that extra portion of high-grade collagen for legs, tum and bum.

Macaline: Increase microcirculation of the skin with the power of the Peruvian maca plant and unwanted fat pads will just melt away. The skin's elasticity will be increased at the same time and the drainage activated with lasting effect. This makes your workout twice as much fun! Maximum effects thanks to plant-based stimulation – welcome to the start of the bathing season ...

Happiness begins as soon as you feel good and feeling good is the new “looking good”.

Inspired? If you have any questions, we are happy to help.