

ISSUE JULY 2025

COSMETOPOLITAN



COS-INSIDE

Latest News
from RAHN

LAB-NEWS

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Amihopes:
A Guide to
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AROUND THE WORLD

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GOOD TO KNOW

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Mechanisms and
Performance
Timelines; Aloe Vera –
New Moisturising Data

RAHN

Your partner for excellence

Dear Reader,



Can you believe July is already here? These past six months have flown by faster than a beauty trend on TikTok ... It's the perfect moment to hit pause, sip your coffee, reflect, and maybe even celebrate a little.

In beauty and cosmetics, we are always looking forward – to the next launch, the next trend, the next big idea. But sometimes, the best glow comes from looking back and appreciating what we have already achieved.

What's one highlight from your year so far that's made you shine – personally or professionally?

Yours,

Sandra

WHO IS NEW?

A very warm welcome to the new colleagues joining our team:



CHRISTINA SCHENATZKY

Function

Application Laboratory
Manager Cosmetics

Joined

1st November 2024



GREGOR ALEKSANDROVIC

Function

Supply Chain Management Cosmetics

Joined

1st March 2025



XIUQUN ZUO

Function

Product Manager
RAHN Cosmetic Actives

Joined

15th November 2024



ELIANE VALENTI

Function

Customer Service Cosmetics

Joined

1st April 2025



SUE FERRO

Function

Customer Service Cosmetics

Joined

2nd December 2024



CYRIELLE RAKOTOVAO

Function

Business Development
Manager Cosmetics

Joined

1st April 2025



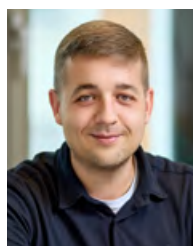
FERYEL ADAM

Function

Strategic Growth Manager

Joined

1st January 2025



PETER NESSHOLD

Function

Supply Chain Management Cosmetics

Joined

1st April 2025



Welcome aboard! We're excited to have you on our team and look forward to working with all of you.

RAHN – Behind the scenes!

Not just any team ...

Who actually works in what department and what does the department do? Meet the team ...

HANNAH GEORGE



Part of the team since?	September 2023
Responsible for?	Sales North UK & Ireland
How would you describe yourself in three words?	Passionate, caring, pretty chilled (... on a good day 😊).
What are you passionate about?	I'm passionate about cosmetic creations, innovations, and solutions. I also love music, good food, being creative –and traveling whenever I can.
What do you like about RAHN?	What I value most is their expertise, knowledge, and the friendly environment.

PATRICIA KRIVANEK



Part of the team since?	October 2022
Responsible for?	Customer Service. Currently mainly for NCI: handling complaints, primarily transport and product damages, as well as other errors that have occurred and require organizing and documenting replacement deliveries, credit notes, or returns.
How would you describe drei Worten beschreiben?	Humorous, optimistic, loyal.
What are you passionate about?	My children. Sports and physical activity – preferably in nature. Meditation as a balance to my action-packed daily life.
What do you like about RAHN?	The friendly and appreciative atmosphere. I always enjoy coming to work.

DIDIER MARCELINO



Part of the team since?	September 2023
Responsible for?	Management of the RAHN Cosmetic Actives distribution network for: South Asia, South East Asia, Australia, and New Zealand.
How would you describe yourself in three words?	Curious, inventive, determined.
What are you passionate about?	I have a strong passion for gardening, particularly tropical plants, and cooking Asian cuisine, while cherishing moments with family and friends. I delight in reading books, going to music concerts, and am an enthusiast of Rugby XV. Additionally, I am passionate by aeronautics and space technology.
What do you like about RAHN?	What I especially value about RAHN is being part of an innovative company with exceptional team spirit and wonderful colleagues, all while enjoying a lot of fun and great vibes along the way.

In-Cosmetics 2025 – It's a wrap!

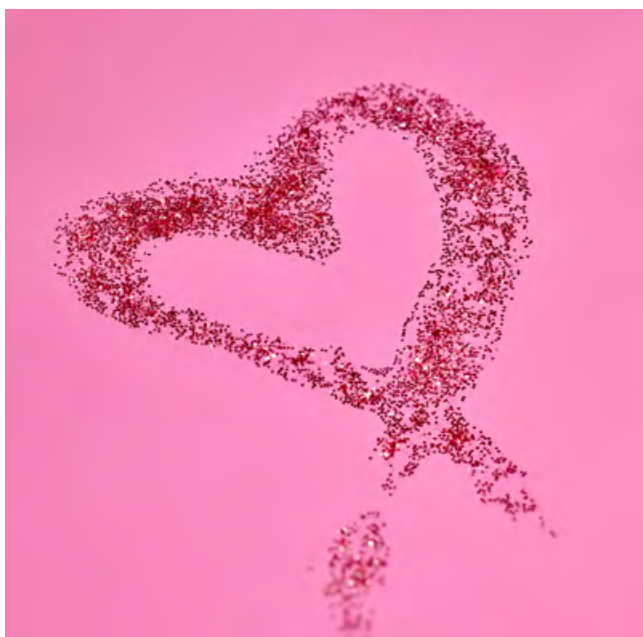
First of all, we want to say **thank you** to everyone who visited us in Amsterdam at In-Cosmetics Global. We were thrilled to connect with so many visitors, friends, and distributors at our booth during the show.



Get Inspired with Our 2025 Formulation Guides

Couldn't make it to the booth? Or maybe you're on the hunt for new textures, formats, or concepts to spark your next big launch?

Our Formulation Guides are packed with ready-to-use ideas, developed from our supplier partners' latest innovations. Whether you're working on sun care, skin care, or novel textures, these prototypes are designed to help you move fast and stay ahead.



[Here's a sneak peek at what's inside:](#)

Ajinomoto

Amino SunCare – A new wave of sun protection using amino acid-based materials that are kind to both skin and planet.

Tate&Lyle

Waterless & On-the-Go – Solid, sustainable, and travel-ready formats featuring nature-based rheology solutions.

Sisterna

World of Textures – A playground of sensory experiences using Sucrose Esters to create elegant, stable emulsions and surprising textures.

Elementis

K-BEAUTY Mini-Trend Series, Formulating lightweight skincare.

Evonik & Hallstar-Sytheon

New guide formulations



Ready to explore?

Click left to email us and receive your full copy of the 2025 formulation guides – delivered straight to your inbox.

Lab-Tastic News!

We are excited to announce the grand opening of our brand-new Application Laboratory in Essen, Germany!

After months of planning, designing, and setting up, we have officially moved into our new space – and celebrated this milestone with a small launch event. It was a great opportunity to mark the beginning of this new chapter.

We can't wait to welcome our customers, partners, and team members in person soon.

In the meantime, enjoy this sneak peek into our new lab and a few highlights from the celebration!





Same, Same – but What's the Difference?

Prodews and Amihopes: A Guide to Choosing the Right Ingredient

A Comprehensive Guide to Prodew 400, 500, 600, 700 & P-DS-12

Ajinomoto's Prodew series offers a versatile range of amino acid-based moisturizers and functional ingredients designed for skin and hair care applications. Each product features a distinct composition tailored to deliver specific benefits, from deep hydration to enhanced preservation.



This guide highlights the unique features, ideal applications, and benefits of each ProdeW ingredient.

ProdeW 400 – Skin Hydration Inspired by the Natural Moisturizing Factor (NMF)

INCI

Alanine, Arginine, Betaine, Glutamic Acid, Glycine, Lysine, Methylparaben, Proline, Propylparaben, Serine, Sodium PCA, Sorbitol, Threonine

Key Benefits

- Mimics the composition of NMF
- Provides deep hydration and enhances moisture retention
- Strengthens the skin barrier
- Supports collagen synthesis

Applications

- Face and body moisturizers
- Hydrating serums and lotions
- Anti-aging formulations

ProdeW 500 – Hair Care & Skin Conditioning

INCI

Alanine, Arginine, Aspartic Acid, Glycine, Histidine, Isoleucine, PCA, Phenylalanine, Proline, Serine, Sodium Lactate, Sodium PCA, Threonine, Valine

Key Benefits

- Improves hair hydration, shine, and tensile strength
- Reduces damage from chemical treatments and heat styling
- Enhances moisture retention and conditions the skin

Applications

- Shampoos and conditioners
- Hair masks and styling products
- Post-dye treatments



Prodew 600 – Advanced Skin Hydration & Barrier Support

INCI

Betaine, Sodium PCA, Sodium Lactate, PCA, Serine, Alanine, Glycine, Glutamic Acid, Lysine HCl, Threonine, Arginine, Proline, Water

Key Benefits

- Offers long-lasting hydration and moisture retention
- Improves skin barrier function and reduces transepidermal water loss (TEWL)
- Minimizes fine wrinkles and enhances skin texture

Applications

- High-performance moisturizers
- Anti-aging serums and creams
- Sun care and makeup formulations

Prodew 700 – Optimised for Makeup & Skin Conditioning

INCI

Sodium PCA, Sodium Polyaspartate, Butylene Glycol, Betaine, Zinc PCA, Sodium Citrate, Arginine, Serine, Lysine HCl, Glutamic Acid, Water

Key Benefits

- Enhances makeup adhesion, spreadability, and longevity
- Controls sebum production while improving hydration
- Smooths skin texture and ensures consistent makeup finish

Applications

- Liquid and powder foundations
- BB/CC creams and primers
- Lipsticks and concealers



Prodew P-DS-12 – Multi-Functional Humectant & Preservation Booster

INCI

Sodium Caproyl Prolinate

Key Benefits

- Acts as a natural humectant and antimicrobial booster
- Enhances preservative efficacy in formulations
- Functions as skin penetration enhancer, facilitating the delivery of active ingredients to targeted skin areas

Applications

- Natural and clean beauty formulations
- Lotions, toners, and creams
- Products requiring a natural preservation system



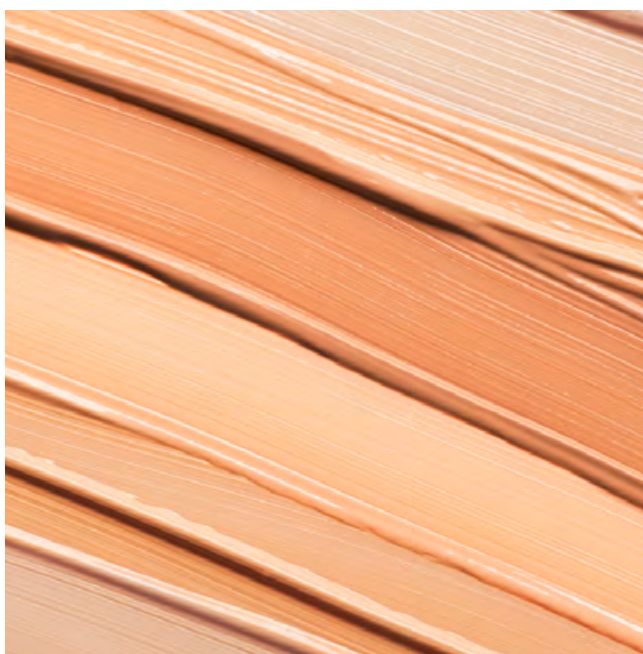
Choosing the Right Prodew Ingredient

Product	Best For	Key Function
Prodew 400	Skin hydration	Mimics NMF, enhances moisture retention
Prodew 500	Hair care & skin conditioning	Improves hair strength and shine, hydrates skin
Prodew 600	Advanced skin hydration	Boosts skin barrier, reduces wrinkles
Prodew 700	Makeup enhancement	Improves adhesion, smoothness, and longevity
Prodew P-DS-12	Preservation & hydration	Antimicrobial booster, multifunctional humectant, penetration enhancer

Selecting the appropriate Prodew depends on the desired performance outcome – from deep hydration and hair strength to makeup performance and natural preservation.

A Guide to Amihope LL, SB-101, SB-102, and SB-103

Ajinomoto's Amihope series features amino acid-derived powders that enhance the sensory feel, texture, and functionality of cosmetics and personal care formulations. These eco-conscious alternatives to traditional synthetic powders offer benefits such as a silky touch, water repellency, soft-focus effects, and superior adhesion.



Amihope LL – Silky Matte Finish and Pore Concealment

INCI

Lauroyl Lysine

Key Benefits

- Delivers a silky, emollient feel
- Improves spreadability and makeup adhesion
- Offers pore-blurring and mattifying properties
- Controls oil for better product stability

Applications

- Loose and pressed powders
- Liquid and cream foundations
- Lipsticks and eye shadows
- Skincare for a smooth, matte finish



Amihope SB-101, SB-102, and SB-103 – Sustainable Microplastic Alternatives

INCI

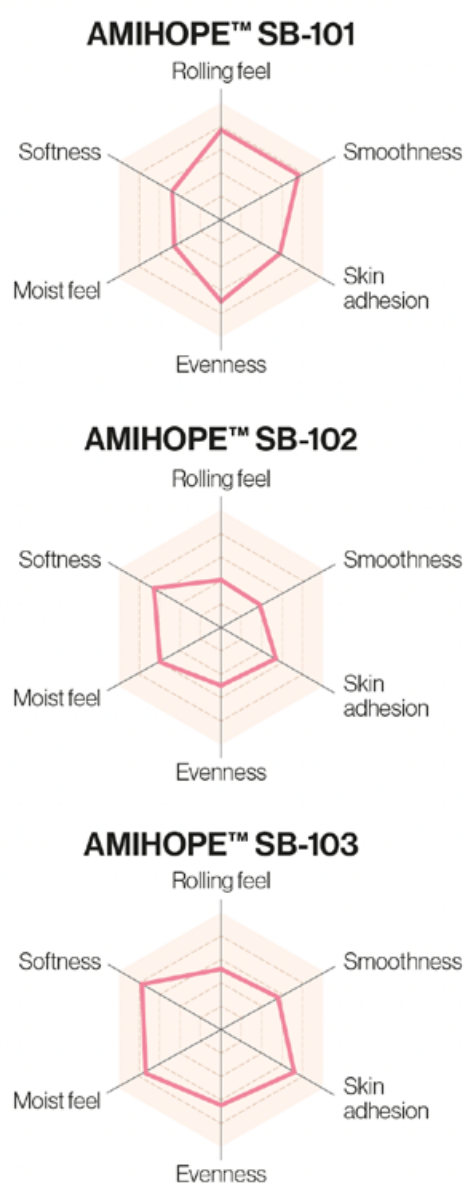
- **SB-101:** Silica, Microcrystalline Cellulose, Lauroyl Lysine
- **SB-102:** Zea Mays (Corn) Starch, Lauroyl Lysine, Microcrystalline Cellulose
- **SB-103:** Tapioca Starch, Lauroyl Lysine

Key Benefits

- Eco-friendly replacements for synthetic microbeads
- Delivers a soft-focus effect for wrinkle-blurring
- Offers high skin adhesion and long wear
- Provides a moist, cushiony feel
- Prevents cracking in pressed formulations

Applications

- Pressed and loose powders
- BB and CC creams
- Liquid foundations and primers
- Sun protection products



INTRODUCTION VIDEO >





Choosing the Right Amihope Ingredient

Product	Best For	Key Function
Amihope LL	Matte-finish makeup	Pore-blurring, oil control, silky feel
Amihope SB-101	Soft-focus effect	Silica-based, eco-friendly microplastic alternative
Amihope SB-102	High adherence	Cellulose-based with smooth finish
Amihope SB-103	Wrinkle-blurring	Tapioca-based, cushiony texture

Ajinomoto's Amihope series offers a versatile range of functional powders to enhance makeup, skincare, and hair care formulations. Whether for soft-focus effects, oil control, or sustainability, these ingredients help formulators create high-performance, eco-conscious products.

New Faces of Beauty:

The Longevity Boom & Ozempic Trend Take Over

The trends of “Longevity” and “Ozempic face” are gaining significant importance in the cosmetic industry due to their impact on consumer preferences and the demand for innovative solutions.

Longevity, the pursuit of extended youthfulness and vitality, is driving the cosmetic industry to focus on products and treatments that promise anti-aging benefits. Consumers are increasingly seeking ways to maintain a youthful appearance, which has led to advancements in skincare formulations, non-invasive procedures, and personalized beauty regimens. This trend encourages the industry to invest in research and development to create effective solutions that cater to the desire for prolonged youthfulness.

“Ozempic face,” a term associated with the facial changes observed in individuals using the weight-loss drug Ozempic, highlights the intersection of health and aesthetics. As more people turn to medications like Ozempic for weight management, the cosmetic industry is tasked with addressing the potential side effects on facial appearance, such as sagging or loss of volume. This trend underscores the need for cosmetic interventions that can complement weight-loss efforts, offering solutions to maintain facial harmony and confidence.

Both trends emphasize the growing consumer demand for holistic approaches to beauty and wellness, pushing the cosmetic industry to innovate and adapt to these evolving needs.

Let's unveil solutions RAHN-Cosmetic Actives can offer to tackle both social developments in the cosmetic environment.



Longevity unlocked.

How to defy the hallmarks of ageing?

The hallmarks of aging provide a comprehensive framework for understanding the biological processes driving aging, encompassing twelve interconnected factors: genomic instability, telomere attrition, epigenetic alterations, loss of proteostasis, disabled autophagy, deregulated nutrient sensing, mitochondrial dysfunction, cellular senescence, stem cell exhaustion, altered intercellular communication, chronic inflammation, and dysbiosis. These hallmarks accumulate over time, contributing to age-related functional decline and diseases. Longevity research focuses on modulating these pathways, such as enhancing autophagy (cellular recycling) or inhibiting mTOR signaling, which extends healthspan in model organisms by delaying age-related pathologies.

In skin biology, these hallmarks manifest through both intrinsic and extrinsic mechanisms. Key processes include:

Genomic instability

UV-induced DNA damage accelerates photoaging.

Cellular senescence

Senescent fibroblasts secrete pro-inflammatory factors (SASP), degrading collagen and elastin, leading to wrinkles and impaired wound healing.

Loss of proteostasis

Reduced collagen synthesis and disrupted elastic fiber networks cause structural decline, exacerbated by MMPs in photoaged skin.

Mitochondrial dysfunction

Impaired energy production in dermal cells increases oxidative stress.

Epigenetic alterations

Environmental factors like pollution modify gene expression, accelerating skin aging.



Cosmetic interventions increasingly target these hallmarks

Autophagy enhancers promote cellular renewal and collagen production.

Senolytics eliminate senescent cells to reduce SASP-driven inflammation.

Antioxidants mitigate oxidative stress from mitochondrial decline.

Epigenetic regulators reverse age-related gene expression changes.

Microbiome modulators (prebiotics/probiotics/postbiotics) counteract dysbiosis-linked skin barrier dysfunction.

Emerging strategies also address hypovascularity and hypoxia in aging skin to improve microcirculation. Additionally, hydrating active ingredients restore hydration by compensating for age-related GAG depletion. By aligning with the hallmarks of aging, modern cosmetics aim not merely to mask aging signs but to target underlying biological mechanisms, reflecting a shift toward evidence-based, longevity-inspired skincare for slower ageing. This concept makes cosmetics especially attractive for younger generations.

RAHN-Cosmetic Actives offer innovative solutions to counteract the various signs of the hallmarks of ageing.

Discover more about our solutions for longevity and hallmarks of ageing:



MORE INFO ➔

Ozempic face – can cosmetic actives reverse the clock?

Ozempic, a medication originally developed to treat type 2 diabetes, has surged in popularity across the USA, particularly for its off-label use as a weight-loss drug. Approved by the FDA in 2017, Ozempic (semaglutide) mimics the hormone GLP-1, which regu-

lates blood sugar and appetite. Its ability to suppress hunger and promote significant weight loss – sometimes up to 15–20% of body weight – has made it a game-changer, not just for diabetic patients but for a broader population seeking rapid slimming solutions. By 2025, its widespread adoption has turned it into a cultural phenomenon, fueled by social media, celebrity endorsements, and a national obsession with thinness.



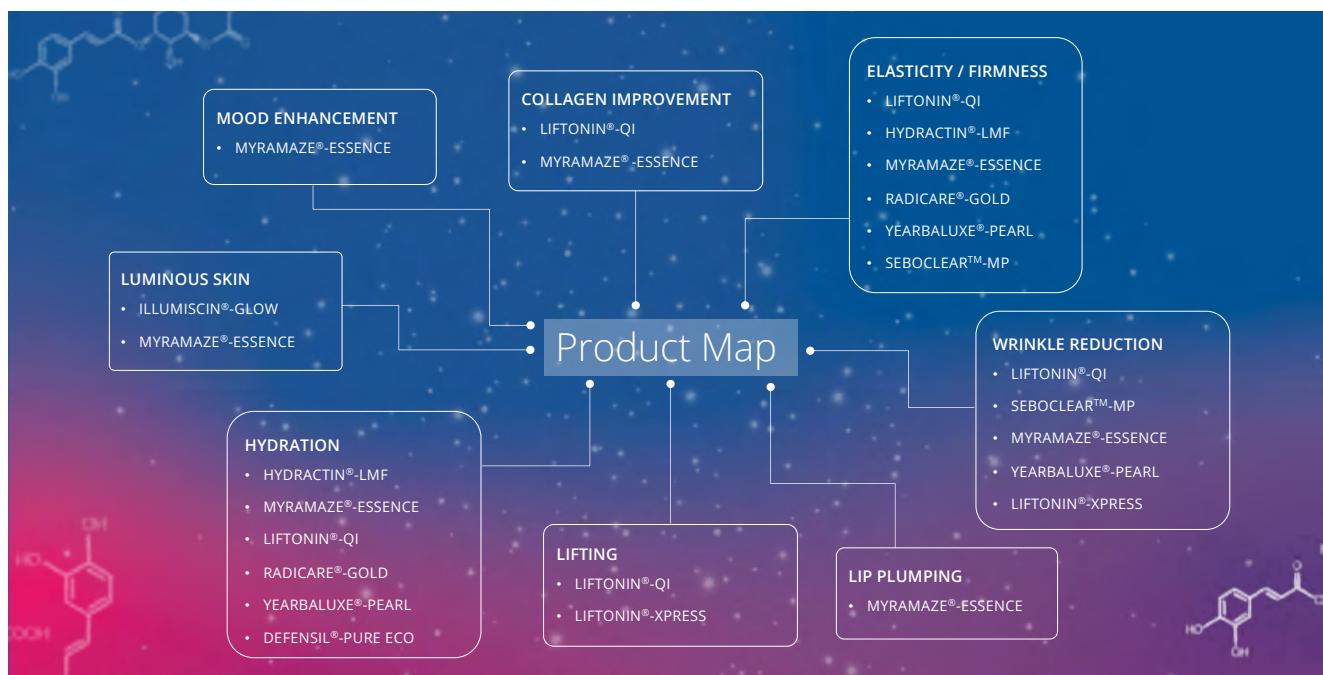
Hollywood has significantly contributed to Ozempic's popularity. Celebrities like Rebel Wilson and rumors surrounding figures like Kim Kardashian have amplified its appeal. The drug's prominence reflects a broader trend: a quick fix for achieving an idealized physique under intense scrutiny.

However, rapid weight loss with Ozempic leads to cosmetic downsides, notably the „Ozempic face,“ characterized by a gaunt appearance due to diminished facial fat. This accelerates signs of aging, including sagging skin and deepened wrinkles. Without the cushioning effect of adipose tissue, skin appears lax and wrinkled, as collagen and elastin struggle to keep pace with volume reduction.

This trend highlights America's complex relationship with beauty and health. While Ozempic offers a shortcut to weight loss, its cosmetic trade-offs underscore the pitfalls of rapid transformation, sparking demand for fillers and cosmetic procedures to restore lost facial volume.

RAHN-Cosmetic Actives offer innovative solutions to counteract the signs of such as sagging skin and a hollowed appearance caused by rapid weight loss. The spectrum ranges from hydrating actives over wrinkle minimiser to full spectrum lifting and collagen improving actives.

Discover more about our solutions for and rapid weight loss:



MORE INFO ➤

Fast-Acting Actives:

Mechanisms and Performance Timelines

Life in general has become increasingly fast-paced, and people are constantly looking for ways to make the most of their time. In today's multitasking world, time has become one of our most precious resources – fueling a growing demand for efficient solutions in every aspect of life, including personal care.

This shift has sparked a rise in popularity for fast-acting cosmetic actives that deliver immediate and noticeable benefits. Whether it's instant hydration, visible skin firming, mattifying, or soothing effects, consumers are no longer content to wait weeks for

results. Instead, they are gravitating toward products that provide a “quick fix” – ones that show performance from the very first application.

This evolving expectation is not just about speed; it's about efficacy you can see and feel right away. As a result, formulators are increasingly challenged to deliver high-performing actives that meet these elevated standards for both time-to-effect and user experience, while still being safe, pleasant to use, and backed by clinical validation.



Instant Plumping & Moisture Retention: Gamma-MAX

Mechanism

Gamma-MAX functions by enhancing moisture retention through its strong humectant properties. It attracts water molecules and helps maintain hydration in the epidermis.

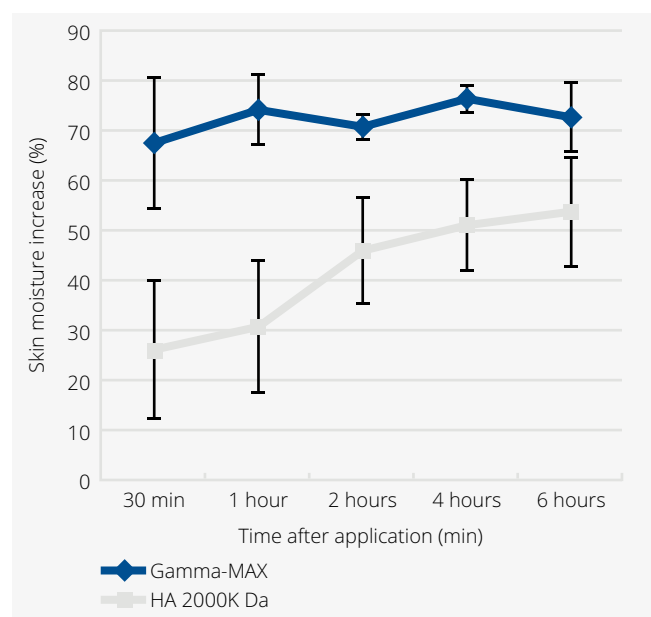
Timeframe

Moisturization effects have been observed after 30 minutes, showing rapid improvement in skin hydration.

- 4 participants (2 male, 2 female, 24–35 years old) were evaluated for each product.
- 0.05% Gamma-MAX and 0.05% Hyaluronic Acid (HA) (2000KDa) were compared (water solutions).
- Participant's skin was washed and conditioned (30 min by 20–25°C and 40–60% humidity) before treatment.
- Moisturizing effects were determined with a Corneometer after specified time.

Gamma-MAX **outperformed markedly** the **hydration effect** of Hyaluronic Acid.

MORE INFO >



Ultra-Fast Lifting Effect: LIFTONIN®-XPRESS

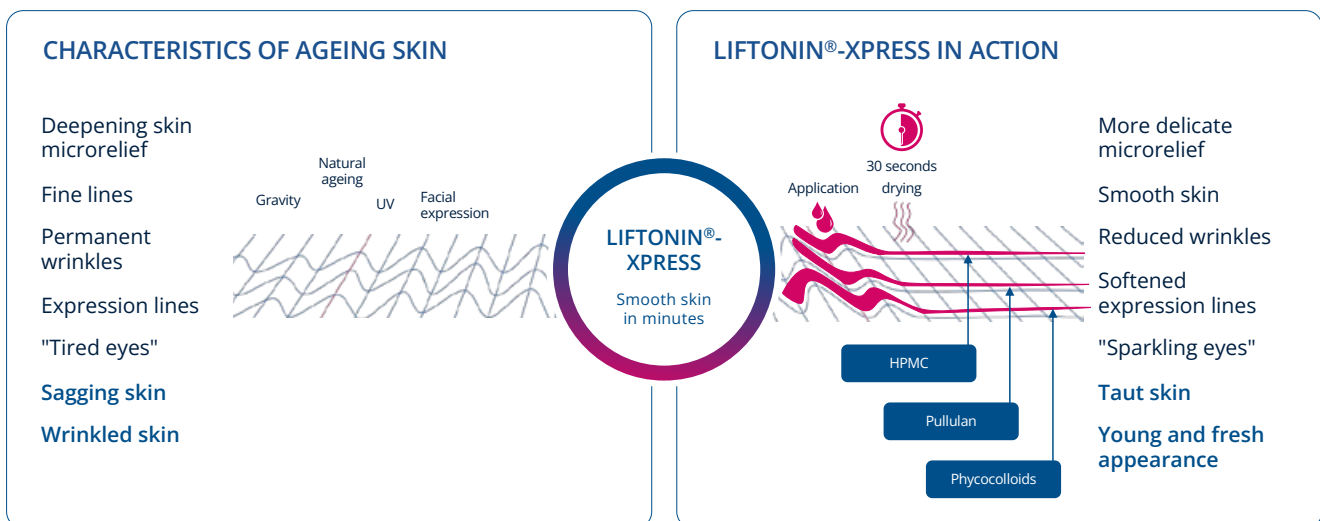
Mechanism

This active ingredient forms a biopolymer network derived from phycocolloids (Porphyridium cruentum), pullulan, and hydroxypropyl methylcellulose. It spreads over the skin, creating a tightening film that physically lifts and smooths wrinkles.

Timeframe

A visible lifting and smoothing effect occurs within 30 seconds, with results persisting for several hours.

MORE INFO ➤



"Power-lifting" observational study

LIFTONIN®-XPRESS smooths wrinkles in the eye area – perceptibly and rapidly

METHODOLOGY

Use test "Age Reverse Serum" (see next slide).

PROCEDURE

Single topical application of a cosmetic formulation containing 2% LIFTONIN®-XPRESS. Images recorded prior to application and 1 minute after application.

RESULTS

Clearly visible reduction of wrinkles in the periorbital region.



Wrinkle evolution compared to initial condition (%)



Instant Mattifying Effect: Amihope LL/BENTONE HYDROCLAY 2000

Mechanism

Amihope LL (Lauroyl-L-Lysine) and Bentone Hydroclay 2000 (Hectorite) work by absorbing excess sebum and providing a soft-focus effect on the skin. These powders reduce shine and create an even, matte finish without drying the skin.

Timeframe

Immediate visible effects are noticeable upon application.



Castor Oil applied to skin

Mattified skin appearance

Amihope™ LL

MORE INFO >

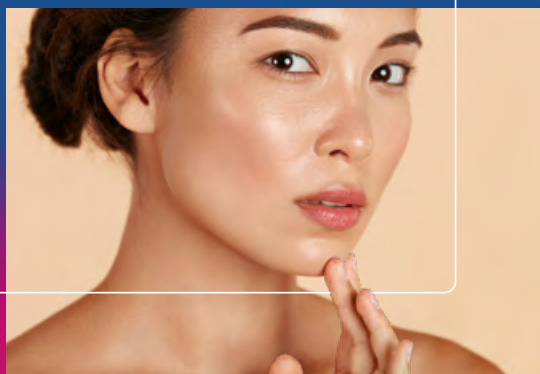
BENTONE HYDROCLAY™ 2000

MORE INFO >

Miracle Blur Primer F-2053-02

Phase	Ingredient	INCI	%w/w	Supplier
A	Water demin.	Water	86.00	Several
	Niacinamide	Niacinamide	2.00	Several
B	BENTONE HYDROCLAY™2100	Hectorite	2.50	Elementis
	Propylene Glycol	Propylene Glycol	7.50	Several
C	HyaCare	Sodium Hyaluronate	1.00	Evonik
	Geogard 221	Dehydroacetic Acid, Benzyl Alcohol	1.00	Lonza

DEFENSIL®-SOFT



DEFENSIL®-PLUS



Instant Soothing, Calming & Redness Reduction: DEFENSIL®-SOFT & DEFENSIL®-PLUS

Mechanism

- **DEFENSIL®-SOFT** inhibits the TRPV1 receptor, which is responsible for transmitting irritation signals, thereby blocking neurogenic inflammation.
- **DEFENSIL®-PLUS** reduces inflammatory responses by dampening pro-inflammatory mediators such as leukotrienes and prostaglandins, while reinforcing the skin barrier with bioactive fatty acids and phytosterols.

Timeframe

- Immediate soothing effect within minutes
- Visible reduction in redness and irritation within 15 minutes

DEFENSIL®-SOFT

MORE INFO >

DEFENSIL®-PLUS

MORE INFO >

THE EFFECTS OF SKIN SENSITISATION

Impairment of the skin barrier

Increased transepidermal water loss

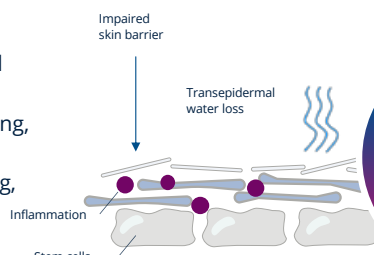
Erythema, scaling, eczema

Prickling, itching, burning

Inflammatory reactions

Impaired stem cell function

Unpleasant skin feeling



DEFENSIL®

soothes skin in just 15 minutes

DEFENSIL® IN ACTION

Regeneration of the skin barrier

Reduced transepidermal water loss

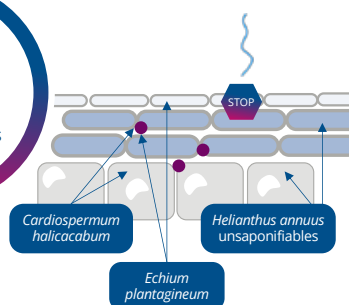
Calmed skin

Pleasant skin sensation

Alleviation of inflammatory processes

Healthy stem cell function

Feel-good skin



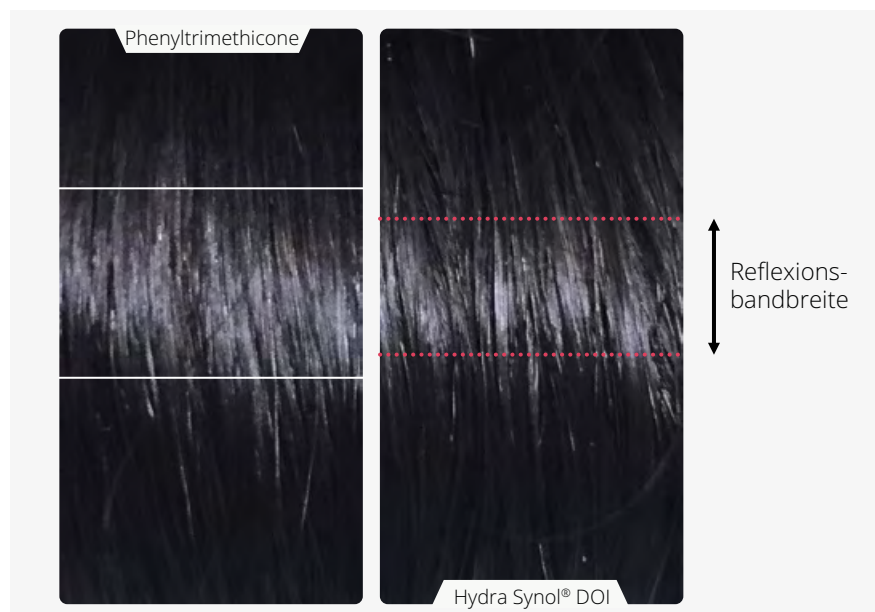
Instant Improvement of Hair Shine: Hydra Synol DOI

Mechanism

Hydra Synol® DOI upregulates genes and proteins involved in cell adhesion (tight junctions, desmosomes, and adherens junctions), as well as ceramide synthase. This strengthens the hair fiber's surface and internal cohesion, reducing cuticle lifting and improving light reflection – key for visible shine.

Timeframe

Hydra Synol® DOI delivers an instant enhancement of hair shine. This is supported by in vivo testing showing a measurable and perceivable increase in shine immediately after application.



MORE INFO >

Instant Enhancement of Micro Circulation: Ajidew ZN-100

Mechanism

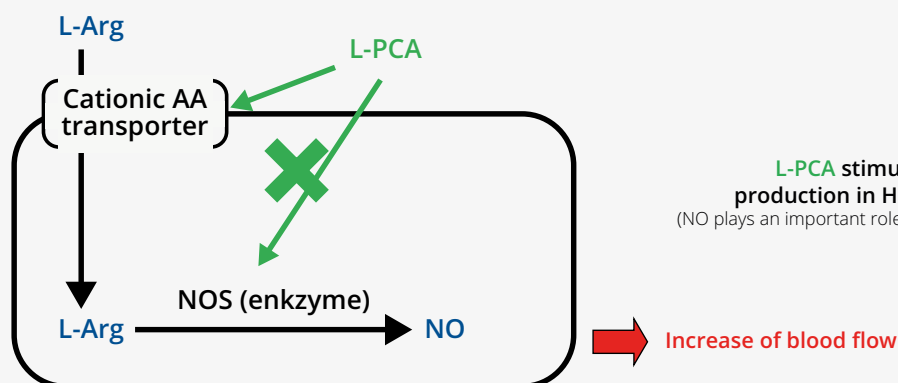
Zinc PCA, a key component of the skin's Natural Moisturizing Factor (NMF), enhances microcirculation by modulating constitutive nitric oxide production, supporting vasodilation and improved local blood flow. Its hydrating properties and ability to stimulate the skin's surface help promote increased superficial circulation.

Timeframe

Visible improvement in microcirculation can be observed within minutes of application.

[MORE INFO >](#)

Model for the regulation of **L-Arg transport and NO production** by **L-PCA** in Human Aortic Endothelial Cells





Conclusion

Fast-acting actives provide immediate and noticeable improvements in skin appearance and function. Whether for hydration, lifting, mattifying, soothing, or sebum control, the effectiveness of these ingredients is backed by *in-vivo* studies. When formulating, selecting actives with rapid efficacy can significantly enhance product appeal and consumer satisfaction.

Aloe Vera –

New Moisturising Data

Did you know we have new data highlighting the moisturizing and anti-aging effects of Aloe Vera?

Here's a quick overview of the recent clinical study:

Which type of Aloe Vera was tested?

We used Aloe Vera Gel DEC 1X AG002 NaturLOCK™, a high-purity aloe extract developed using the NaturLOCK™ system. This technology preserves the composition of fresh Aloe Vera by maintaining the same water content and solid concentration, making it a reliable substitute for pure Aloe Vera Gel in skincare formulations.



Study Overview

The objective of the study was to scientifically evaluate the efficacy of Aloe Vera Gel DEC 1X AG002 NaturLOCK™ in improving skin hydration and reducing visible signs of aging, such as fine lines and wrinkles.

Participants: 21 female subjects aged 35–74

Duration: 2 weeks, with application twice daily (morning and evening).

Key Results

Hydration: A statistically significant 28.5% increase in skin moisture was recorded after 2 weeks ($p=0.0004$, measured via Corneometer)

Wrinkle Reduction (Eye Area):

- Fine lines reduced by 5.1 % ($p=0.0625$)
 - Wrinkles reduced by 7.8 % ($p=0.0078$)
- (Results assessed through expert clinical grading)



* $p = 0.0625$ compared to the baseline

* $p = 0.0078$ compared to the baseline



Interested in the full report?

We have created a short presentation summarizing the key findings from the clinical study. Click here and let us know if you'd like to receive it!

The Encyclopaedia of Cosmetics

W
for...

...[Water-based](#)

...[Waterline](#)

...[Waterproof Makeup](#)

...[Water resistant](#)

...[Wax](#)

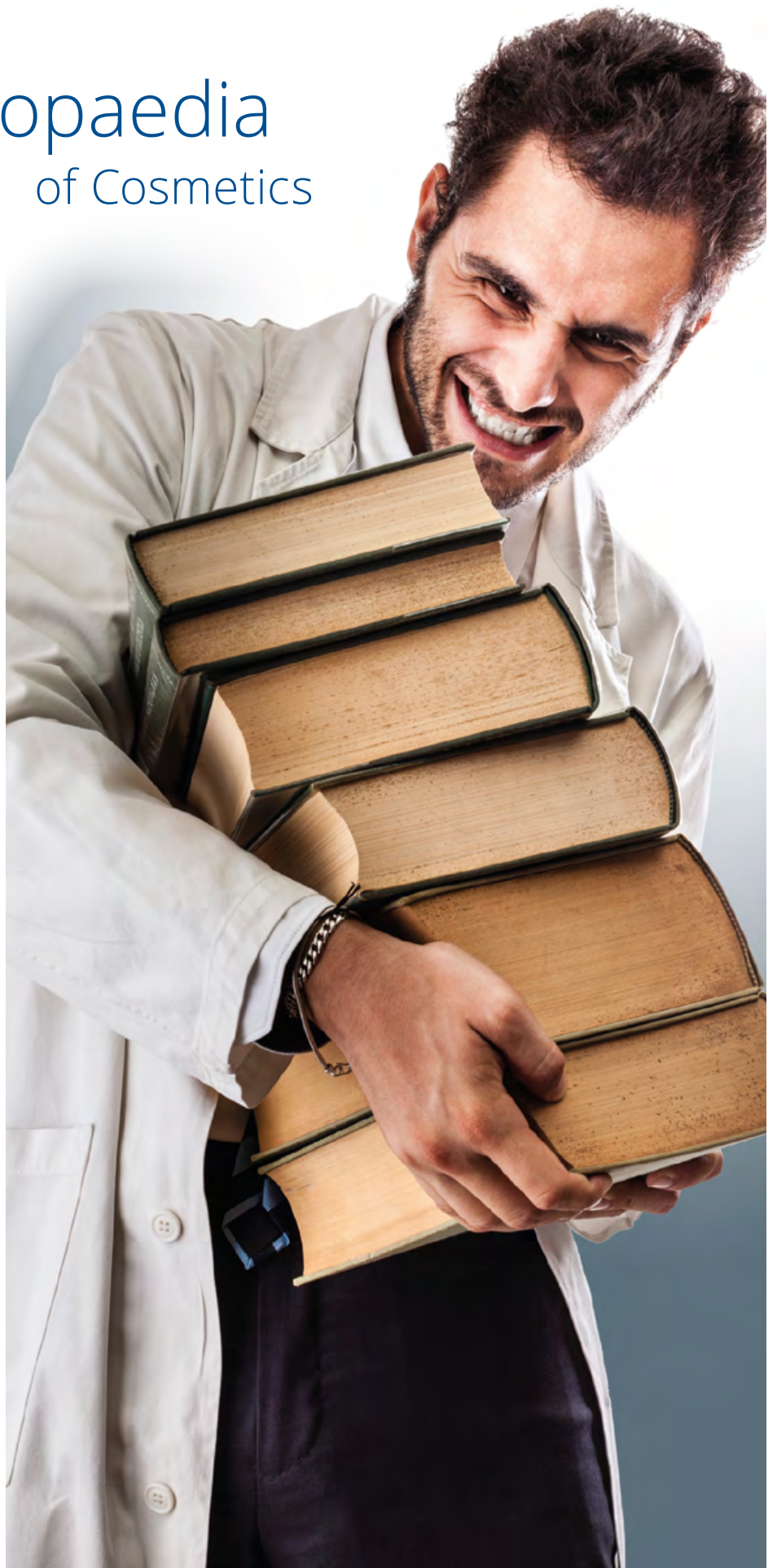
...[Weightless Finish](#)

...[Whipped Texture](#)

...[Whitening](#)

...[W/O](#)

...[Wrinkle](#)



Water-based

= water-based skin care can be any product, e.g. cleanser, moisturiser or serum, that uses water as its base ingredient, rather than oil. Cosmetics that use water as the primary ingredient, is typically lighter in texture and hydrating.

Waterline

= the area inside the lower eyelid, where eyeliner or other makeup products can be applied.

Waterproof Makeup

= Makeup products that are designed to resist water and sweat and stay in place, even when exposed to moisture.

Water resistant

= refers to products that have been specially formulated to resist moisture and stay in place when exposed to water. Waterproof formulas typically contain ingredients that give them adhesive qualities.

Wax

= are widely used in many applications, such as lip balms and mascaras, due to their multifunctional properties as emollients, texturizers, and thickeners. Waxes can reinforce the stability of cosmetic formulations and improve their sensoriality.

Weightless Finish

Describes the sensory perception of a product that feels very light or barely noticeable on the skin. Common in modern foundation and serum formulations.

Whipped Texture

= a light, airy, mousse-like consistency in cosmetic products such as creams, body butters, or masks. Achieved through high-speed aeration during formulation, whipped textures offer a soft, velvety feel and are easily absorbed, making them popular in both skincare and haircare.

Whitening

= also known as skin lightening or skin brightening, it is the practice of using chemical substances to lighten the skin or provide an even skin tone by reducing the melanin concentration. Most people who use whitening products do so to treat skin concerns such as age spots or acne scars.

W/O

= Water-in-Oil emulsion, which is a type of emulsion where small droplets of water are dispersed within a continuous phase of oil, forming a stable mixture with the help of a lipophilic emulsifier.

Wrinkle

= are the lines and creases that form in your skin. They are a normal part of aging and are considered age-related skin changes. Wrinkles that occur early in life could be the result of a person's lifestyle, which has a major effect on the skin's tendency to wrinkle. Sun exposure and smoking are the most common causes of premature skin wrinkling.



Always be up to date!
Follow us on Instagram



RAHN AG

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