

active beauty

Let's talk actives.

issue 2



People make our name





Intro

Consumers are becoming savvier about their beauty products and as a result their expectations are evolving. Today's consumer demands products that transform her skin instantly, while helping her look flawless long after the product is removed. This concept of naturally flawless skin is driving several trends, including no makeup and pro-aging. We are also seeing the evolution of the global beauty consumer, who is being influenced by trends all over the world. K-beauty in particular, has taken over the industry and is changing the way women think about their beauty products and routines. Despite how educated consumers are becoming, many fail to comply with the simplest anti-aging practice, applying sunscreen. Gattefossé is using our expertise in sensory analysis and biological extraction to optimize sunscreen formulations and increase consumer compliance.

Issue 2 explores the concepts of naturally flawless skin, K-beauty, and broader sun protection, focusing specifically on active ingredients which address consumer's expectations.

In this issue:

**Naturally
Flawless** p. 3



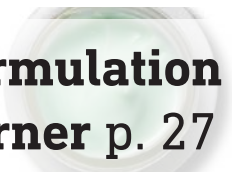
**Korean
Beauty** p. 11



**Broader Sun
Protection** p. 19



**Formulation
Corner** p. 27



There is currently a universal movement toward positive self-image. Heavy makeup is slowly fading into the background making way for products that allow consumers to express their true selves.

With millennials in particular, the no makeup movement is gaining momentum and women are looking to achieve flawless skin, naturally. Skin care is becoming the new make up with many skin care products promising to blur, correct skin tone, illuminate, and beautify the skin.

With the older generation, the idea of naturally flawless skin manifests itself by way of the pro-aging movement.

Pro-aging embraces the fact that women have realized they cannot turn back the hands of time and that, to some extent, they must learn to love the skin they have. Baby boomers are now drawn to positive claims in a quest for skin health, renewal, and youth. They also prefer products that reveal their inner beauty, preferring good aging over no aging.

Yet, how can companies develop one product that speaks to both millennials and baby boomers? The obvious solution is by delivering a perfect complexion. Regardless of age, every woman desires a smooth, clear, and radiant complexion. >





Naturally Flawless

Gatuline® Renew

INCI Name: Butylene Glycol (and) Water (and) Cryptomeria Japonica Bud Extract

Active Components: isopimaric acid

Action: boosts epidermal renewal

Benefits: refines texture, smooths, hydrates, improves desquamation

Gatuline® Renew is a holistic skin perfecter that was developed to deliver a flawless complexion.

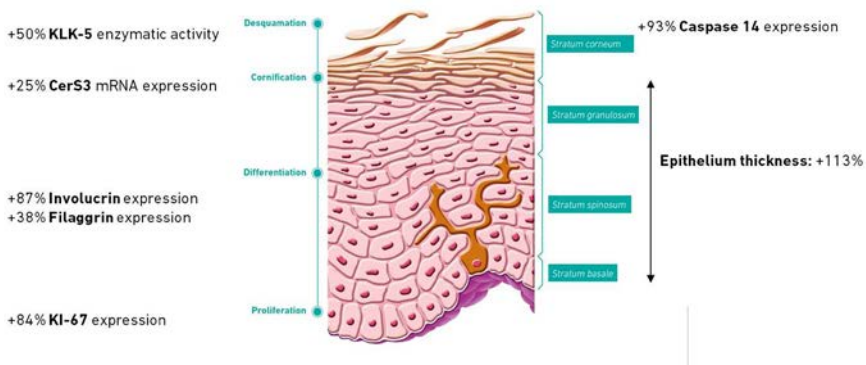
It kick starts the cell renewal process from the inside out to improve overall skin texture and quality, thereby revealing younger looking skin.

Based on the results of an extensive consumer study, this active was designed to

address consumers desire for perfect skin. Instead of targeting one specific issue, it delivers a holistic approach to skin improvement.

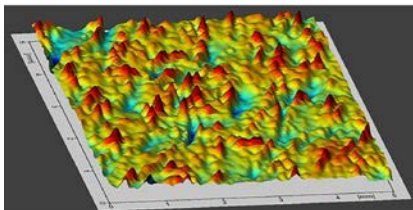
Gatuline® Renew improves barrier function, thereby decreasing TEWL and boosting hydration. It also enhances desquamation and improves skin smoothness. The active delivers all of these benefits at just 1% in a formulation.

Boosts all essential steps of epidermal renewal

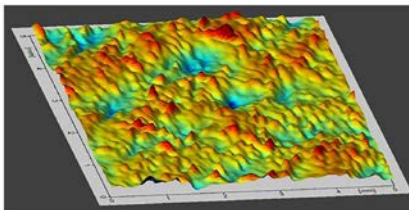


Smooths and refines skin texture

D0



D56



Vol. 7
56 years old



Naturally Flawless

Gatuline® In-Tense

INCI Name: Caprylic/Capric Triglyceride (and) Spilanthes Acmella Flower Extract

Active Components: alkylamides

Action: boosts natural interaction between fibroblasts and collagen

Benefits: reduces wrinkles, firms and smooths skin

Millennials are looking for instant results from their cosmetic products. This desire mostly stems from their engagement in social media. They aspire to look flawless on demand without excessive makeup or photo filters.

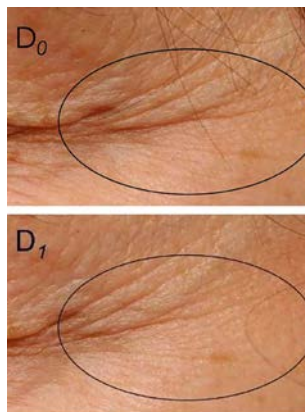
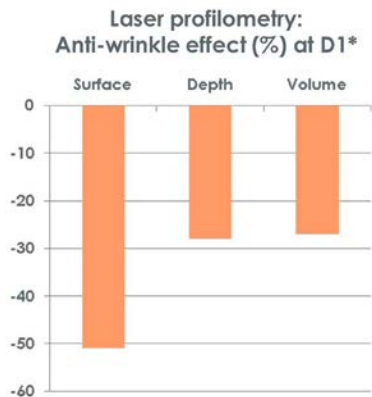
Gatuline® In-Tense is a fast acting active for selfie-ready skin. The oily extract delivers immediate line smoothing

by reinforcing the dermal architecture.

This natural active, derived from the Acmella flower, tightens the skin from within. It delivers immediate and long-term results, which are validated by both *in vitro* and clinical tests.

Results show visibly smoother skin after just one application.

Immediate visible results



Long-term visible improvement





Naturally Flawless

Cytobiol™ Iris A²

INCI Name: Propanediol (and) Water (and) Alcohol (and) Iris Florentina Root Extract (and) Zinc Sulfate (and) Retinyl Palmitate

Active Components: polyphenols, vitamin A, zinc

Action: purification, sebo-regulation, epidermal renewal

Benefits: tightens pores, regulates sebum, refines complexion

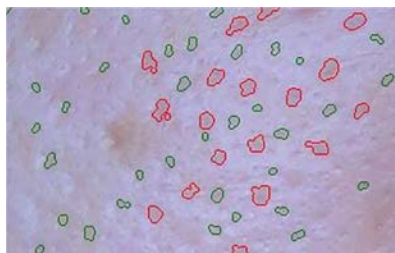
Large pores, oily skin, and blemishes are common skin imperfections. 1 in 5 women are suffering from adult acne and 45% of women would like to decrease the size of their pores.

Designed to fight the causes of skin imperfections, Cytobiol™ Iris A² is a synergistic blend of iris extract, vitamin A, and zinc. The active complex has been clinically shown to purify the skin, regulate sebum production,

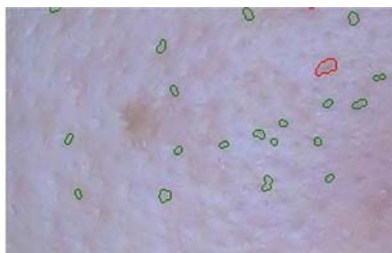
and minimize pore size.

Cytobiol™ Iris A² delivers a uniform, matte, poreless, and blemish-free complexion. It fights common imperfections and helps women achieve naturally flawless skin.

Significantly reduces dilated pores



Before



After

Delivers a more refined complexion

Before



After



At this moment, there are no countries leading US trends more aggressively than South Korea. Korean Beauty (also known as K-beauty) has taken the world by storm and continues to innovate and influence consumers.

Women in Korea are obsessed with beauty. In fact, they spend twice as much as American women on beauty products. Their grooming routines are very unconventional and their product expectations are different as well.

One difference is the concept of layering. It is not uncommon to find a Korean woman layering as many as 6 to 12 products at one time. As a result, these

women are constantly seeking new products to swap into their beauty routines, to help them achieve perfect skin.

The novelty of Korean formats, textures, and packaging is quite appealing to US consumers. However, the main focus of K-beauty is results oriented skin care and that can only be achieved with active ingredients. >





Korean Beauty

Gatuline® Spot-Light

INCI Name: Butylene Glycol (and) Actinidia Chinensis (Kiwi) Fruit Water (and) Alcohol (and) Sophora Flavescens Root Extract

Active Components: Sophoraflavanone G, Matrine

Action: anti-tyrosinase, anti-glycation, anti-inflammatory

Benefits: age spot correction, skin-lightening, anti-aging

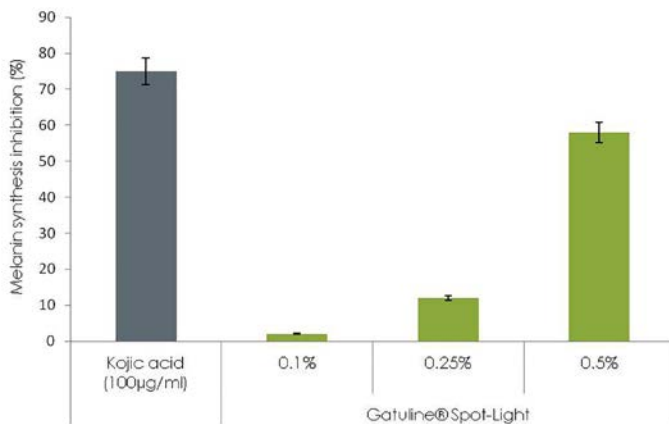
1 in 5 Asian women has dark spots by the age of 20 and 80% of women in Asia use cosmetic products to correct pigmentation irregularities. Uneven skin tone is a common problem for women in other parts of the world as well.

Hyperpigmentation occurs as a result of excessive sun exposure or inefficient melanin production with age.

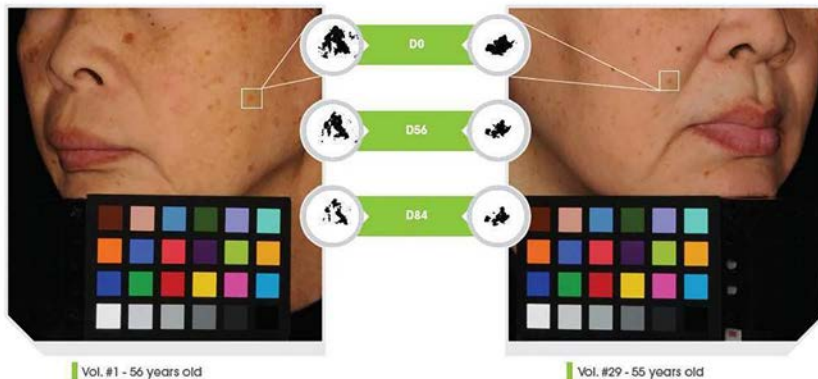
Gatuline® Spotlight fades the appearance of dark spots and lightens skin tone. It is proven to act throughout the skin to safely and naturally decrease melanin synthesis and prevent glycation.

This age spot correcting active is effective, natural, and safe.

Inhibits melanin synthesis



Visibly reduces the appearance of age spots





Korean Beauty



Malt Secrets

INCI Name: Propanediol (and) Water (and) Hordeum Vulgare Seed Extract

Active Components: polyphenols, ferulic acid
Action: anti-oxidant, inhibition of melanin synthesis
Benefits: anti-stress, anti-pollution, skin-lightening

Ingredients from fermentation are very popular in South Korea because Koreans believe the fermentation process enhances penetration into the skin.

Malt Secrets is an anti-oxidant and skin brightener developed by fermentation. It is derived from malted barley, a byproduct of the beer brewing process.

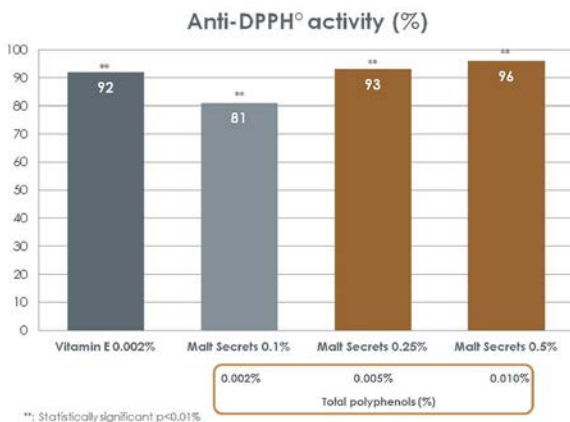
Its polyphenol content delivers protective anti-oxidant activity to

defend skin against the harmful effects of free radicals.

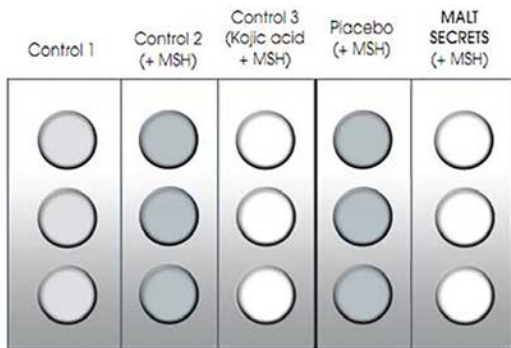
Malt Secrets has also been proven to inhibit melanin synthesis, thereby eliminating dark spots and lightening skin tone.

The lightening activity of this active is both effective and safe.

Protective anti-oxidant



Powerful skin lightener





Korean Beauty



Gatuline® Expression AF

INCI Name: Propanediol (and) Water (and) Acmella Oleracea Extract

Active Components: spilanthol

Action: myorelaxing

Benefits: instant skin smoothing, wrinkle reduction, safe alternative to injections

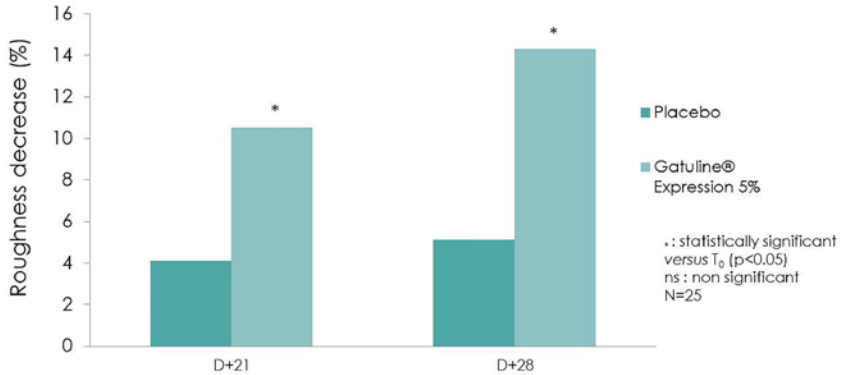
Gatuline® Expression AF is a natural and safe alternative to plastic surgery, that specifically targets expression lines.

Expression lines typically appear as fine lines around the mouth, eyes, and forehead due to persistent laughing, frowning, and squinting.

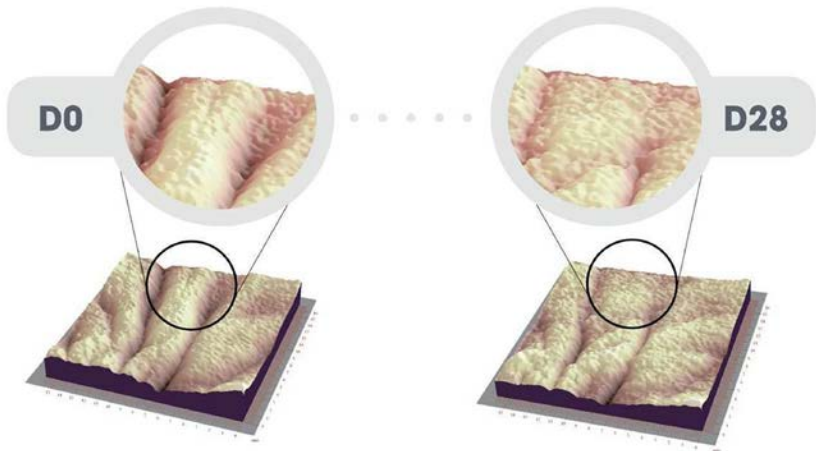
It is important to treat these fine lines before they become deep and permanent wrinkles.

Gatuline® Expression AF visibly smooths expression lines after just one treatment and delivers even better results after 28 days of use.

Reduces crow's feet wrinkles



Visibly smooths expression lines



Protecting skin against sun damage is an essential practice for maintaining a youthful appearance. However, the majority of Americans are not regularly using sunscreens to protect themselves from harmful UV rays.

The key ingredients for effective sun protection are UV filters, but the addition of these filters to cosmetic products brings heaviness and greasiness that is unpleasant to consumers. As a result of the unpleasant esthetics, many consumers opt not to use daily sun protection.

For the past few years, Gattefossé has been working to apply our sensory and

formulation expertise to the field of suncare. Through the combined effort of our laboratories and sensory panel, we recently launched Unexpected Suncare. This concept takes a broader approach to optimizing suncare products. The main focus is to improve the sensory properties of sunscreens. Our formulation team has developed a complete range of prototypes using our ingredients to achieve delightful sensory. A secondary focus is addressing factors related to UV damage. Our range of suncare actives address dryness, barrier function, free radicals, protein damage, and age spots. >





Broader Sun Protection

Gatuline® Skin-Repair Bio

INCI Name: Alcohol (and) Water (and) Onopordum Acanthium Flower/Leaf/Stem Extract

Active Components: sugars, flavonoids, sesquiterpenic lactones

Action: skin regeneration, collagen synthesis

Benefits: natural barrier reconstruction, damaged skin repair

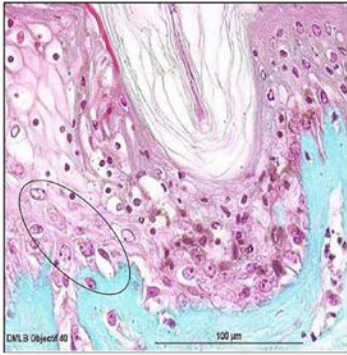
UV damage causes skin dryness, disrupts barrier function, and damages collagen. Gatuline® Skin Repair Bio is an ECOCERT organic active that addresses all of these concerns. It is derived from cotton thistle, which is well known for its ability to treat skin burns.

epidermal regeneration, and increasing pro-collagen I production.

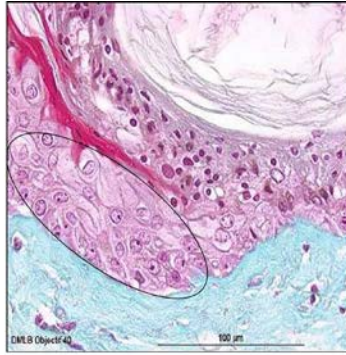
At just 2%, this organic active boosts moisturization and restores skin's overall quality after UV damage.

Gatuline® Skin Repair Bio effectively repairs damaged skin by stimulating keratinocyte differentiation, boosting

Stimulates repair of damaged skin

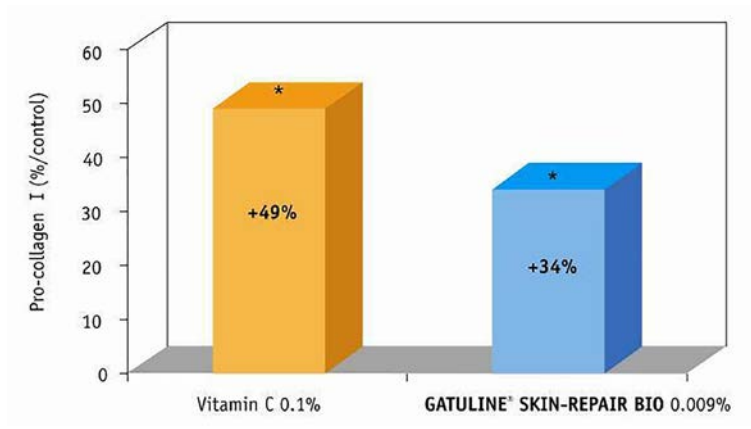


Skin explant treated with CAP - D11



Skin explant treated with G SRBio - D11

Boosts pro-collagen I production





Broader Sun Protection

Mala'Kîte™

INCI Name: Water (and) Malachite Extract

Active Components: copper

Action: anti-free radical

Benefits: anti-oxidant protection, anti-stress, anti-pollution, detox

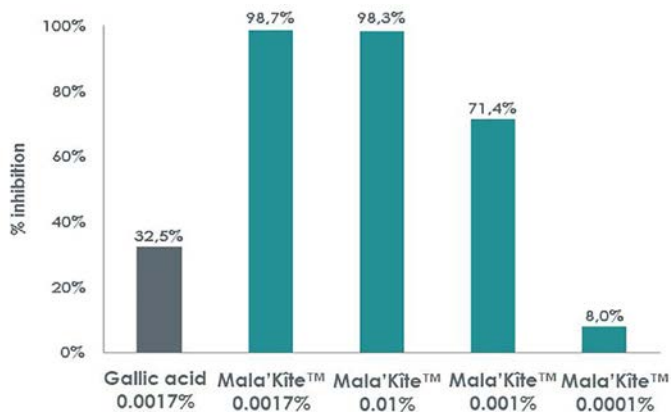
UV radiation creates a stressed environment within the skin. Skin stress can lead to many factors including wrinkles, sagging, and age spots.

Mala'Kîte is a unique liquid stone extract, that boosts cellular defenses to reduce skin stress. This protective extract is rich in copper, known to have positive effects on both the dermis and the epidermis.

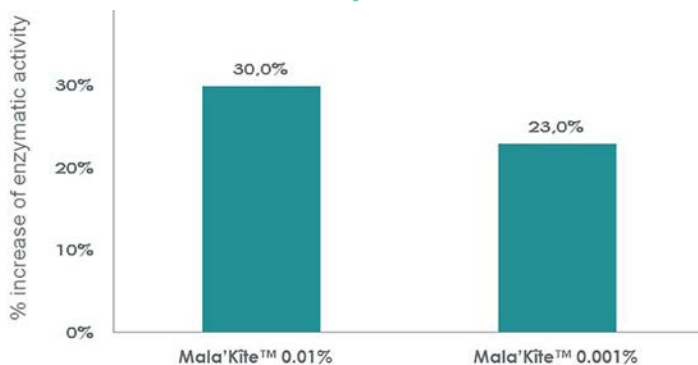
It specifically targets free radicals, which wreak havoc on skin when left to roam free. These free radicals have the potential to damage skin cells, lipids, and proteins.

Mala'Kîte scavenges free radicals and boosts the skin's natural antioxidant pool. Its dual activity defends the skin against photo aging.

Protects against oxidative stress



Boosts natural anti-oxidant pool





Broader Sun Protection

Acticire®

INCI Name: Jojoba Esters (and) Acacia Decurrens Flower Wax (and) Helianthus Annuus (Sunflower) Seed Wax (and) Polyglycerin-3

Active Components: mimosa wax

Action: reduces TEWL, increases skin microrelief

Benefits: moisturizes skin

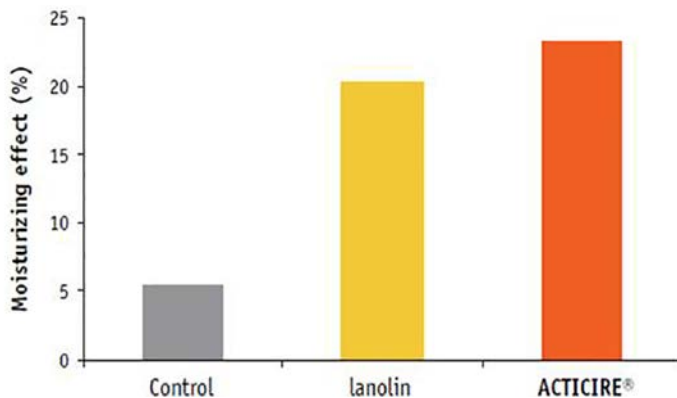
Acticire® is a unique suncare ingredient. It acts as both a texturizer and an active within formulations. The patented combination of hydrophilized jojoba, mimosa, and sunflower waxes delivers improved sensoriality, long-lasting moisturization, and comfort.

At just 1% in a sunscreen, Acticire® can help decrease the tacky after-feel of a formulation. It also forms a smooth film on

the skin which reduces TEWL, boosts moisturization, and improves skin's microrelief.

The multifunctionality of Acticire® makes it an ideal addition to broader sun protection products.

Boosts hydration (corneometry)



Improves skin's microrelief



Formulation Corner



Actives create the claims and the story behind a product, but the first element that entices consumers is sensory. Gattefossé has been a leader in sensory analysis and texture expertise for the last 20 years. We have a continuously growing library of stability tested prototype formulations that illustrate the benefits of our ingredients. The following formulations are designed to offer inspiration for flawless skin, K-Beauty, and broader sun protection products.

Powdery Blur Reinvented

1738-1.03

A	Emulium® Mellifera	4.00
	MOD	5.00
	Preservative	1.00
B	Water	72.55
	Acrylates Copolymer	1.00
C	Sodium Hydroxide (10 % Sol.)	0.40
D	Nylon-12	15.00
E	Gatuline® Renew	1.00
F	Perfume	qs

TRANSFORMING TEXTURE

The light cream quickly transforms to a powder. The skin is left moisturized, mattified, smoothed, and ready for make up.

MOISTURE FOR ALL

Emulium® Mellifera delivers optimal moisture even in the most extreme climates. It is also proven to work well for all skin types.

PERFECTS THE SKIN

Gatuline® Renew hydrates, smooths, and evens the skin texture underneath makeup.

Night Regenerator

1725-1.19

KOREAN INSPIRED

Emulium® Delta & Emulfree® CBG create a unique memory texture with a light application and velvety after-feel.

PERFECTS THE SKIN OVERNIGHT

Gatuline® Renew hydrates, smooths, and renews skin during the night for a perfect complexion in the morning.

A	Emulfree® CBG	2.50
	Emulium® Delta	1.50
	MOD	5.00
	Simmondsia Chinensis (Jojoba) Seed Oil	3.00
	Dimethicone	5.50
	Labrafac™ CC	3.00
	Preservative	1.00
B	Water	68.2
	Polyurethane-62, Trideceth-6	1.00
	Glycerin	8.00
	Xanthan Gum	0.30
C	Gatuline® Renew	1.00

Age Spot Reduction Mist

1438-5.03

A	Water	78.35
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.10
	Cyclodextrin	0.10
	Glycerin	5.00
B	Emulium® Mellifera	2.00
	Labrafac™ CC	4.00
	Octyldodecanol	6.00
	Preservative	1.00
C	Sodium Hydroxide (10 % Sol.)	0.25
D	Gatuline® Spot-Light	3.00
E	Perfume	qs

SPRAYABLE EMULSION

Emulium® Mellifera is extremely versatile. It creates a wide range of viscosities from sprays to rich butters.

MOISTURE FOR ALL

Emulium® Mellifera delivers the ideal amount of moisture for all environments and all skin types.

LIGHTENS COMPLEXION

Gatuline® Spot-Light safely fades dark spots and lightens skin tone for a more even complexion.

Joy Overflow

1658-1.04

VELVET TOUCH

Emulium® Delta gives a velvety after-feel to the formulation, delivering ultimate luxury and comfort.

INDULGENT ACTIVES

The 7 **Gatuline®** actives provide an indulgent treat for the skin. The formula delivers smoothing, lightening, and much more.

A	Emulium® Delta	4.00
	Lipicire™ A SG	5.00
	Propylheptyl Caprylate	5.00
	Coco-Caprylate	5.00
B	Water	qsp 100
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.15
	Original Extract Cherry Bio	5.00
	Xanthan Gum	0.20
	Glycerin	5.00
C	Sodium Hydroxide (10 % Sol.)	0.30
D	Preservative	0.80
	Aluminum Starch Octenylsuccinate	1.50
	Dimethicone, Dimethiconol	6.00
E	Gatuline® Expression AF	2.00
	Gatuline® In-Tense	2.00
	Gatuline® Skin Repair Bio	2.00
	Gatuline® RC Bio	2.00
	Gatuline® Age Defense²	5.00
	Gatuline® Radiance	3.00
	Gatuline® Spot-Light	3.00
F	Pigment	qs
	Perfume	qs

Jelly Embellish Bi-Gel SPF 20

1633-1.13

A	Water	53.25
	Carbomer	0.20
	Acrylates Copolymer	0.50
	Glycerin	3.00
	Disodium EDTA	0.10
B	Emulfree® CBG	5.00
	Acticire®	1.00
	Coco-caprylate	4.00
	Diisopropyl Sebacate	3.00
	Butyl Methoxydibenzolmethane	3.00
	Ethylhexyl Methoxycinnamate	3.00
	Ethylhexyl Salicylate	4.00
	Octocrylene	5.00
	Homosalate	3.00
	Benzophenone-3	4.00
	Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate	0.50
C	Preservative	qs
D	Gatuline® Radiance	3.00
E	Nylon-12	1.50
	Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer	0.50
F	Sodium Hydroxide	qs
G	Pigment	qs
H	Perfume	qs

BI-GEL TECHNOLOGY

Emulfree® CBG

forms a bi-gel which brings a light feel and refreshing sensation to the sunscreen. It also helps with water-resistance.

MOISTURIZING SUNSCREEN

Acticire® reduces the tackiness of the formulation while delivering moisture and improving skin quality.

SUPREME RADIANCE

Gatuline® Radiance

brings radiance back to the skin by improving the microcirculation. The sunscreen brings glow to the face without greasiness.

Multi-Protection Day Screen SPF 50

1677-1.19

EXQUISTE SENSORY

Acticire® maintains delightful sensory despite the high amount of filters in the formulation.

REINFORCES SKIN'S BARRIER

Gatuline® Skin Repair Bio restores barrier function to protect skin against external aggressors.

A	Water	40.17
	Styrene/Acrylates Copolymer	5.00
	Coco-Caprylate	1.50
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	0.50
	Xanthan Gum	0.20
	Butylene Glycol	3.00
	Disodium EDTA	0.10
B	Apifil® CG	3.00
	Emulcire® 61 WL 2659 CG	3.00
	Geleol™ FPF	1.00
	Acticire®	1.00
	Cetostearyl Alcohol	0.50
	Butyl Methoxydibenzoylmethane	3.00
	Ethylhexyl Salicylate	5.00
	Ethylhexyl Methoxycinnamate	7.00
	Homosalate	8.00
	Ethylhexyl Methoxycrylene	5.00
	Butyl Octyl Salicylate	4.00
	Benzotriazolyl Dodecyl P-Cresol	1.00
C	Cyclopentasiloxane, Dimethicone/Vinyl Dimethicone Crosspolymer	1.50
	Coco-Caprylate	1.50
D	Preservative	0.70
E	Gatuline® Skin Repair Bio	2.00
F	Perfume	qs
G	Pigment	qs

active beauty

Let's talk actives.



www.gattefosse.com/usa



North America Headquarters

Gattefossé USA
115 W Century Road - Plaza I
Suite 340
Paramus, NJ 07652
USA
+1 201 265 4800

People make our name