



PFI5213CS
26/11/20

New Year, New Serum, New Face!

Description:

“New Year, New Serum, New Face!” is a soft and light emulsion, ideal to improve general skin conditions. It provides freshness upon application thanks to Micromatrix® Fractile AN, which will also protect the skin from dehydration. Nordic Beauty Rowanberry Extract provides hydration while Novatext® Soft Focus 10 ISO 16128 blurs fine lines and imperfections.

Key ingredients:

- Nordic Beauty Rowanberry Extract is a natural product from Finland, rich in vitamin C and fruit acids. This extract softens the skin and stimulates blood circulation, for a bright and healthy looking complexion.
- Hydrasoft® Moist is a texture creator that dramatically increases skin hydration and microcirculation while decreasing TEWL. This efficient osmotic function increases water content of the skin and improves the swelling of keratinocytes, with a resulting thickening of the skin.
- Novatext® Soft Focus 10 ISO 16128 is a texture modifier that gives a soft and silky feel. It also acts as a soft focus agent and has a mattifying effect on the skin.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Rowanberry Extract	A	Betula Alba Juice (and) Sorbus Aucuparia Fruit Extract (and) Preservative system according to customer's choice	19,00%	Osmose booster, Hydrating
Nordic Beauty Birch Sap		Betula Alba Juice (and) Preservative system according to customer's choice	16,00%	Osmose booster, Hydrating
Preservative		Preservative system according to customer's choice	QS	–
Biometrics® CPS O/W		Solanum Tuberosum (Potato) Starch (and) Squalane (and) Limnanthes Alba (Meadowfoam) Seed Oil (and) Water (and) Hydrogenated Lecithin (and) Xanthan Gum (and) Tocopheryl Acetate (and) Preservative system according to customer's choice	8,00%	Cold process emulsifier
Hydrasoft® Moist		Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol	23,00%	Texturizer, Humectant
Micromatrix® Fractile AN		Water (and) Hydroxypropyltrimonium Maltodextrin Crosspolymer (and) Preservative system according to customer's choice	10,00%	Texturizer, Refreshing
Vegeflow® 60 ISO 16128	B	Hydrogenated Vegetable Oil	5,00%	Silicone substitute, Emollient
Tocopheryl Linoleate / Oleate		Tocopheryl Linoleate / Oleate	1,00%	Antioxydant
Novatext® Soft Focus 10 ISO 16128		Hydrogenated Vegetable Oil (and) Silica (and) Distearidimonium Hectorite (and) Propylene Carbonate	10,00%	Soft Focus Agent
Creanatural® Vegetable Squalane		Squalane	7,60%	Emollient, Moisturising

Procedure

Weigh phase A and put under stirring until homogenization.
Weigh phase B and put under stirring until homogenization.
When both phases are homogeneous, put B into A under strong stirring.
Leave under stirring until homogenization.
Homogenize at 4000 rpm for a few minutes.
Adjust the pH between 5,5 - 6,5 if necessary.

Efficacy Testing

2 subjects - On the hand:
- Hydration increase of 363% after 5 minutes of application
- Microcirculation increase of 43,5% after 5 minutes of application

ISO 16128 Indexes

Natural Origin Content: 73,64%
Natural Content: 49,67%

Organic Origin Content: 34,25%
Organic Content: 34,25%

Important

Biometrics® CPS O/W should be integrated into the continuous phase and mixed for about 30 minutes before emulsification to avoid granules.