



PF15095CS
03/09/20

Works Better Cream! Why? No Silicones

Description:

“Works Better Cream! Why? No Silicones” is a face cream that is designed to hydrate and rejuvenate skin cells. It contains natural ingredients from a Finnish UNESCO Geopark, such as Nordic Beauty Cloudberry Extract, Birch Sap and Brassica Finlandia. Hydrasoft® Moist SAP and Oligolides® Copper increase skin microcirculation and thickness, resulting in a younger looking complexion. After only one application, the skin is visibly smoother, plumper and works better.

Key ingredients:

- Nordic Beauty Cloudberry Extract is a natural cosmetic ingredient that concentrates all the benefits of cloudberry (*Rubus chamaemorus*). It is rich in vitamins B and E, polyphenol compounds and sugars. It increases microcirculation and collagen synthesis, protecting the skin from premature aging.
- Oligolides® Copper is bio-transformed trace element obtained from metallic Copper. It is linked bio-peptides and hence can be recognized by the skin cells. Oligolides® Copper increases skin microcirculation and hydration while reducing TEWL.
- Hydrasoft® Moist SAP is a texture creator based on Birch Sap (*Betula Alba Juice*). It 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.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Cloudberry Extract	A	Betula Alba Juice (and) Rubus Chamaemorus Fruit Extract (and) Preservative system according to customer's choice	23,50%	Hydrating, Osmose booster
Nordic Beauty Birch Sap		Betula Alba Juice (and) Preservative system according to customer's choice	12,00%	Hydrating, Osmose booster
Biomethics® 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
Oligolides® Copper		Water (and) Saccharomyces/Copper Ferment (and) Preservative system according to customer's choice	5,00%	Hydrating, Skin conditioning
TIC Meadowfoam® ISO 16128	B	Limnanthes Alba (Meadowfoam) Seed Oil	12,00%	Moisturising, Emollient
Nordic Beauty Brassica Finlandia		Brassica Napus Seed Oil	12,00%	Moisturising, Emollient
Tocopheryl Linoleate / Oleate		Tocopheryl Linoleate / Oleate	5,00%	Antioxidant, Energising
Hydrasoft® Moist SAP	C	Natto Gum (and) Betula Alba Juice (and) Butylene Glycol (and) Preservative system according to customer's choice	22,00%	Texture modifier, Humectant
Preservative	D	Preservative system according to customer's choice	SQ	-

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.
Homogenize at 4000 rpm for a few minutes.
Add phase C under stirring.
Then add phase D.
Adjust the pH around 5,5 if necessary.

Physicochemical parameters

pH = 5,47

Efficacy Testing

- 2 subjects - On the forearm and crow's feet:
- Microcirculation increase of 38% after 5 minutes of application
 - Wrinkle decrease of 32% in depth (Delta D) after 5 minutes of application
 - Wrinkle decrease of 12% in width (Delta W) after 5 minutes of application

ISO 16128 Indexes

Natural Origin Content: 89,77%
Natural Content: 87,37%

Organic Origin Content: 44,56%
Organic Content: 44,56%

Important

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