



## The IT list Is In: Redefining Beauty with Purpose

Today's trends continue to trigger a conscious transformation, as consumers look to further reduce their negative impact by mindfully purchasing high performance, environmentally friendly, and clean label beauty products. "The It List" trends have been carefully selected by Omya to help redefine what beauty and personal care means to us. By identifying current consumer needs and creating a thoughtful way to deliver the message, we seek to position available ingredients in a more impactful way.

Our customers have always been our priority. With decades of technical industry experience and specialty ingredient knowledge, we offer a wide variety of consultative support in the specialty cosmetic market with a focus on innovative, sustainable, and high-quality natural ingredients. Let Omya be your partner in personal care.

- #BeantyBnzz

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**COSMOS Approved** 



## TikTok is the top-cited source Gen Z'ers use to learn about beauty.<sup>1</sup>

Beauty influencers and celebrities on social media platforms such as TikTok and Instagram set the standard for what's "in". Recent movements promote body positivity, natural beauty, and diverse representations and are challenging traditional standards by introducing trends that embrace textured hair and makeup-free looks.

(1) Mintel
(2) TikTok analytics
(3) www.cosmeticsdesign-europe.com



A viral beauty hack where facial products and ingredients are now for the entire body

— from the scalp to hands, feet, and even oral care.

Inflamox<sup>™</sup> Plus · Vita Acids · ProliCell<sup>®</sup> Malva LIPEX<sup>®</sup> Shea Tris · Hyaluronic Acid · Vitamin C

## Textured Hair

Inspired by barber culture, inclusivity and community are key in promoting textured hair products.

DynamX® • Flexan® II

LIPEX® SheaLuxe TR™ • Structure® Silk • Micromulse® Foan

KahlWax 6279L Myrica · Vita hya-Hair Repair®

The TikTok hashtag #curlyhair has 45 million posts with over 99 billion views.3

## Skin Barrier

Over-sensitized skin needs TLC. This trend focuses on long-term repair.

LIPEX® SheaSoft TR™ • ProliCell® SymStem
Sucragel® • KahlJelly • Vita Mela Stop®
GreenGard™ L Series • Hydrovance®

Interest in skin barrier increased by 400% in the last 3 years.<sup>2</sup>

## Biotechnology

Stem cell science gains traction, especially in luxury skincare, shifting to science-backed skincare solutions.

ProliCell® Technology

Biofer™ Sugar Kelp

Sclerothix®

Vita Soft Peel®

Peptiboost®



Omya has committed to achieve carbon neutrality by 2050 by investing in renewable power generation and energy efficiency projects, purchasing green energy, and replacing fossil fuels with green fuels.



**AAK's Kolo Nafaso program** is the company's direct women's group supply chain, which engages hundreds of thousands of women shea collectors and focuses on poverty alleviation and women's empowerment through long-term trading partnerships.

Kahl's Market Oriented Rural Enterprise (MORE) Honey Project started in Uganda in 2019 to help local beekeepers increase earnings, improve honey/wax quality, and build a fair honey value chain. Since then, the project has trained and supported over 60 local groups, created 720 jobs, and increased honey production tenfold, while helping beekepers produce high-quality honey and by-products.





EverCare's Positive Reef Initiative promotes reef health by actively contributing to scientific endeavors, including the promotion of smart UV filters and reef propagation while minimizing their impact on global warming.



Suppliers	Products	Descriptions
National		
AAK	<b>LIPEX® Bassol C™</b> Brassica Campestris Seed Oil	Clear, high stability base oil that offers an excellent alternative to low spreading synthetic emollients and eliminates the common challenges experienced when creating formulations with vegetable oils. #MineralOilAlternative #OxidativeStability ©
< <	<b>LIPEX® SheaSoft TR™</b> Butyrospermum Parkii (Shea) Butter	This climate-compensated, fully traceable semi-solid shea butter has a creamy texture, slow melting profile, rapid crystallization, and proven skin moisturization benefits. #KoloNafaso #ProblemSolver •
ACTV Biotech	<b>ProliCell® Technology</b> Varies	Plant stem cell and exosome small RNA targeted actives for hair growth, anti-wrinkle, anti-sagging, complexion enhancement, DNA repair, moisturization, anti-redness, and anti-cellulite. #PlantStemCells #Exosomes ©
dients	Elastoblur® Tapioca Starch, Ricinus Communis Seed Oil, Coco-Caprylate/Caprate, Lauroyl Lysine, Hydrogenated Castor Oil, Copernicia Cerifera Wax	Natural mattifying and blurring ingredient that smooths fine lines and wrinkles, leaving skin with a naturally matte, powder-soft finish. #SiliconeElastomerAlternative
Alchemy Ingredients	Sapogel® Q Glycerin, Water, Quillaja Saponaria Wood Extract, Saponaria Officinalis (Soapwort) Leaf/Root Extract	Saponin-based, natural, cold process oil gellant that creates rich, stable, and virtually transparent or semi-transparent gels with balm-like textures. #PalmFree #ColdProcess
∢	<b>Sclerothix®</b> Xanthan Gum, Sclerotium Gum, Algin	Natural water thickener which makes transparent, rich, smooth gels suitable for a variety of uses including suspending particles and thickening some surfactant systems. #CarbomerAlternative
Green Line	<b>Biofer™ Sugar Kelp</b> Lactobacillus/Laminaria Saccharina Ferment Filtrate Lysate	Skin firming active featuring a ferment of Laminaria Saccharina (Sugar Kelp), sustainably sourced off the coast of Maine, that significantly improves skin elasticity and increases collagen type 1 levels.  #Fermented ©
Gree	<b>GreenGard™ PA</b> Phytic Acid, Water	Rice derived chelating agent that inactivates metal ions by forming a biodegradable complex to minimize oxidation and stabilize formulations. #EDTAalternative #Biodegradable ©

Suppliers	Products	Descriptions
National		
Green Line	<b>GreenSolv™ 168 MB</b> Caprylyl/Capryl Glucoside, Polyglyceryl- 10-Laurate, Water, Glycerin, Polyglyceryl-10 Oleate	A 100% biobased gentle and mild non-ionic surfactant, particularly effective at solubilizing difficult essential oils and fragrances in a wide range of cosmetic formulations. #PEGFree
	KahlWax 6607 WOA Sunflower* Helianthus Annuus (Sunflower) Seed Wax  KahlWax 6614 Tea* Camellia Sinensis (Tea) Leaf Wax	Upcycled from either the fragrance or food industries, these specialty plant based waxes with unique melting points, oil binding capacities and sensory properties contribute to product texture and stability. High performance aesthetic enhancers for skin and hair providing smoothness, gloss, conditioning, and pay-off for a wide range of cosmetic products. #Upcycled •
	KahlWax 6684 Jasmine* Jasminum Grandiflorum (Jasmine) Flower Wax	
	<b>KahlWax 6692 Rose</b> <i>Rosa Damascena (Rose) Flower Wax</i>	
KAHL	KahlWax 6698 Orange Citrus Aurantium Dulcis Peel Wax, Rhus Verniciflua Peel Wax	
	KahlWax 2227 Megaveggie Oryza Sativa (Rice) Bran Wax, Hydrogenated Coconut Oil, Hydroxystearic Acid	Natural, vegan, and cost-effective blend with a neutral scent and light color that can be used to improve texture, viscosity, and skin feel of cosmetic products. #BeeswaxAlternative ©
	KahlComplex 6422 Veggiesoft Rhus Verniciflua Peel Wax, Simmondsia Chinensis (Jojoba) Seed Oil, Cetearyl Alcohol, Myristyl Alcohol, Caprylicl Capric Triglyceride, Copernicia Cerifera (Carnauba) Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Natural blend of waxes, oils, and fatty alcohols with a minimum water absorption of 200%, similar to sheep's lanolin. Ideal for anhydrous systems or emulsions with a creamy and soft texture and positive effect on skin elasticity. #LanolinAlternative

Suppliers	Products	Descriptions
National		
Omya	Natural Gardenia Powder Extracts Hydrolyzed Gardenia Florida Extract, Maltodextrin Gardenia Jasminoides Fruit Extract, Maltodextrin	Water soluble pigments extracted from gardenia blossoms that carry skin and hair benefits as an anti-oxidant. Available in red, blue, and yellow, these extracts add vibrant color to water based formulations. #NaturalColor
Pacific Blends	<b>Vegelatum®</b> Canola Oil, Zea Mays (Corn) Starch, Silica	Proprietary plant-based gel technology that builds viscosity and increases melt point for added thermostability. Functional petrolatum alternative with comparable moisturization and water repellency benefits without the tackiness or greasiness. #PetrolatumAlternative
	<b>Vita Retigel®</b> Xanthan Gum, Algin	Natural cold processable hydrocolloid with a transparent and fluid texture capable of suspending solid particles. Provides lubricity in creams and improves sensory properties in formulations.
Quimivita	<b>Exfowind</b> <sup>tagua®</sup> Phytelephas Aequatorialis Seed Powder	Sustainably sourced upcycled exfoliant from Ecuador's rainforests that removes dead skin cells, dirt, excess sebum, and impurities to restore skin softness and a uniform texture. #SustainableExfoliant ©
	<b>Vita Soft Peel®</b> Succinic Acid	Renewable bio-fermented AHA, uniquely suited for sensitive skin that stands out for its anti-aging, anti-acne, and anti-cellulite qualities. #SalicylicAcidAlternative
Regional		
	<b>Amaze® Nordic Barley</b> Hordeum Vulgare Seed Flour	Unmodified natural starch, produced in an eco-conscious process as a side stream of the beverage industry. This readily biodegradable aesthetic modifier delivers a soft feel to finished products while reducing greasiness and tackiness on both skin and hair. #Upcycled
Nouryon	Purity™ 21C Pure Zea Mays (Corn) Starch	Unmodified corn starch aesthetic enhancer and effective oil absorber with a clean microbiological profile. #TalcAlternative
S N	<b>Structure® M3</b> Sodium Hydrolyzed Corn Starch Dodecenylsuccinate	Waterless, free flowing, readily biodegradable co-surfactant that significantly reduces the irritation potential of commonly used surfactant systems; offering the optimal balance of mildness, cleansing, and foaming. Cold-water processable and compatible with both sulfate and sulfate-free surfactants. #Biodegradable



Suppliers	Products	Descriptions
National		
ıts	HIPEgel® Oleo C Glycerin, Coco-Caprylate/Caprate, Water (Aqua), Sucrose Stearate, Sucrose Laurate	Natural, cold process, O/W emulsifying system that easily creates stable, high internal oil phase emulsions (>90%). Makes unique lotion textures or transparent gels with a light, 'quick break' effect on the skin. #QuickBreak ©
Alchemy Ingredients	<b>Luxamul®</b> Xanthan Gum, Sapindus Mukorossi Extract, Sclerotium Gum	Cold-process, all-in-one solution for thickening and emulsification. Highly compatible with a wide range of actives, including acids, electrolytes, enzymes, and solvents. With proven moisturization properties, this mild low usage level ingredient creates smooth emulsions with a luxuriously silky, silicone-like feel. #ColdProcess
Alc	<b>Sucragel® XL</b> Glycerin, Caprylic/Capric Triglyceride, Water, Sucrose Laurate, Sucrose Stearate	A complete natural oil thickening agent, optimized for ease of processing, that creates transparent, thick, rich gels with all types of oils. Can also be used as a cold process O/W emulsifier in the oil phase.
ā	<b>GreenWax™ GOC MB</b> Glyceryl Oleate Citrate	Cold or hot process anionic O/W emulsifier designed for low viscosity sprayable emulsions that can be used with and without a co-emulsifier. Ideal for creating lightweight emulsions with a non-tacky skin feel and light body. #Sprayable ©
Green Line	<b>GreenWax™ NV2 MB</b> Polyglyceryl-10 Distearate, Cetearyl Alcohol	Non-ionic, PEG-free green solution to traditional emulsifying waxes such as Emulsifying Wax NF. Versatile emulsifier enabling a wide range of viscosities from a light serum to a heavy cream.
	<b>GreenWax™ Soft MB</b> Polyglyceryl-3 Dioleate	Plant-based, W/O emulsifier that produces elegant textures while imparting a soft, smooth touch. Combines the lightness of an O/W emulsion with the skin nourishing benefits of a W/O emulsifier.
Omya	Omyaskin® 100-OG Hydroxyapatite, Calcium Carbonate	Unique, high-performance functional mineral designed to enhance light scattering for a soft-focus effect while improving texture and feel. Delivers long-lasting coverage and exceptional oil absorption, helping to maintain a matte finish. #SoftFocus

Suppliers	Products	Descriptions
National		
	<b>Vita Silky Fluid®</b> Tetradecane, Dodecane, Diethyl Succinate	Natural, high purity biodegradable emollient with an outstanding sensory profile for silky smooth skin and hair. #SiliconeAlternative G*
Quimivita	<b>Vita Silky Fluid® CC*</b> Tetradecane, Dodecane, Isoamyl Laurate	
Öni	<b>Vita Emulderm®</b> Glyceryl Stearate Citrate, Glyceryl Stearate, Cetearyl Alcohol, Sorbitan Olivate	Olive derived, anionic O/W natural emulsifier, designed to enhance product stability and texture for a wide variety of viscosities.
Regional		
No)	<b>Dry-Flo® PC</b> Aluminum Starch Octenylsuccinate	Unique, hydrophobically modified starch that enhances product aesthetics by reducing the greasiness and tackiness as well as controlling the gloss caused by oil-phase components in lotions, creams, and ointments. This naturally derived oil absorber is an essential ingredient to enhance the aesthetics of a variety of personal care formulations.
Nouryon	<b>Structure® XL</b> Hydroxypropyl Starch Phosphate	Naturally derived, biodegradable starch-based rheology modifier that provides excellent stabilization and aesthetic enhancement in emulsion and rinse off products. #MultiTasker
	<b>Tapioca™ Pure</b> Tapioca Starch	Naturally derived high purity GMO-free starch to enhance aesthetics in skin, hair, sun, and color cosmetic products. It can reduce gloss and perceived oiliness in both aqueous and anhydrous formulations.

Ingredients	Use Levels	рН	Oil Phase	HLB	Cold Process	Texture	Skin	Sun	Hair	Oral
O/W Emulsifiers										
<b>GreenWax™ LUX MB</b> <i>Glyceryl Stearate, Sodium Stearoyl Lactylate, Hydrolyzed Sunflower Seed Wax</i>	3-7%	4-7	5-35%	6-9		Prestige emulsifier for elegant skin feel, perfect for high- end formulations.	<b>~</b>	•	<b>~</b>	
GreenWax™ GOC MB Glyceryl Oleate Citrate	1-4%	5-7	5-25%	10-15	~	Ideal for low viscosity and sprayable emulsions with a light, soft skin feel.	~	•	•	~
<b>GreenWax™ NV2 MB</b> Polyglyceryl-10 Distearate, Cetearyl Alcohol	3-8%	4-7	5-35%	10-12		Versatile emulsifier, creates a wide range of viscosities	<b>✓</b>	•	•	
Sucragel® XL Glycerin, Caprylic/ Capric Triglyceride, Water, Sucrose Laurate, Sucrose Stearate	2-10%	4.5-9	8-40%	16	•	Light, spreadable, and fast absorbing textures with a soft skin feel. Creates sprays, lotions, and creams.	<b>~</b>	<b>~</b>	<b>~</b>	
Vita Emulderm® Glyceryl Stearate Citrate, Glyceryl Stearate, Cetearyl Alcohol, Sorbitan Olivate	2.5-5%	5-8	10-40%	12.5		Effective, robust emulsifier for sprays, lotions, and creams	~	•	<b>✓</b>	

Ingredients	Use Levels	рН	Oil Phase	HLB	Cold Process	Texture	Skin	Sun	Hair	Oral
W/O Emulsifiers										
GreenWax™ WO MB Glyceryl Oleate, Hydrolyzed Sunflower Seed Wax, Sucrose Polystearate	3-7%	N/A	-	3-8		Soft, spreadable texture without the heaviness associated with W/O emulsifiers	<b>✓</b>	✓	•	
<b>GreenWax™ Soft MB</b> Polyglyceryl-3 Dioleate	3-6%	N/A	-	4	<b>✓</b>	Light, elegant texture with a soft, smooth skin feel	<b>✓</b>		•	•
<b>Emulsifier Blends</b>										
Instathix® Xanthan Gum, Sodium Stearoyl Lactylate, Tapoica Starch, Algin	1.5-4%	5-8	2-30%			Fast absorbing, oil in gel texture with a satin matte finish	<b>✓</b>	•	<b>✓</b>	•
Luxamul® Xanthan Gum, Sapindus Mukorossi Extract, Sclerotium Gum	1-3%	3-11	0-30%	16	~	Smooth, luxurious semi- transparent gel cream.	<b>~</b>		•	<b>✓</b>

Premium beauty consumers are
50% more likely to
consider regenerative sourcing as a purchase driver.1







#The Clean Up

54% of US adults

agree that **recent climate disasters**have made them more determined to

make sustainable choices.<sup>2</sup>



69% of Gen Z beauty buyers prefer products that **offer multiple benefits**, aligning with their **on-the-go lifestyle** and **eco-conscious mindset.**<sup>3</sup>

(1) Euromonitor (2) Mintel (3) YPulse



Suppliers	Products	Descriptions
National		
	<b>LIPEX® IllipeSoft™</b> Shorea Stenoptera Seed Butter	Cosmetic grade illipe butter expertly processed with an optimized crystallization profile, ensuring easy formulating and upscaling. Delivers rich, luxurious, superior emulsions without needing to add texturizing agents.
AAK	<b>LIPEX® SheaLiquid TR™</b> Butyrospermum Parkii (Shea) Butter	Climate-compensated, fully traceable, low-spreading liquid shea butter rich in unsaponifiables and linoleic acid that delivers high stability and moisturizing benefits. Can be used in formulations at higher levels than standard refined shea butter, without the risk of crystallization. #ColdProcess
	<b>LIPEX® SheaTris™</b> Butyrospermum Parkii (Shea) Butter Extract	Bioactive emollient with skin-protecting and anti-aging benefits. Highly concentrated shea butter triterpene esters strengthen skin barrier function and reduce skin damage from urban pollution.
ACTV Biotech	<b>ProliCell® MeadowGlow</b> Glycerin, Spiraea Ulmaria Extract, Sodium Benzoate, Potassium Sorbate	Harnesses the power of the Spirae ulmari (Queen of the Meadow) stem cells and exosome technology to suppress hyperpigmentation prevent glycation, increase collagen and elastin synthesis leading to brighter, smoother, and more energized skin. #PlantStemCells #Exosomes ©
emy lients	Instathix® Xanthan Gum, Sodium Stearoyl Lactylate, Tapioca Starch, Algin	Concentrated natural powder blend of emulsifiers, stabilizers and texture modifiers to make Oil-in-Gel Emulsions with smooth serum textures, as well as richer, thicker creams and body butters.
Alchemy Ingredients	Sophocoll® Water, Sodium Cocoyl Collagen Amino Acids, Glycolipids	A mild surfactant blend that can be used to boost foam and increase moisturization of surfactant based products with proven benefits for skin and hair. #SulfateFree #Fermented ©
Green Line	<b>GreenSens™ IL MB</b> Isoamyl Laurate	100% natural, silicone, and synthetic oil alternative with an elegan and non-greasy skin feel. Provides a silky feel and gloss to the hair, improves wet combing while boosting and enhancing foam in surfactant systems. #SiliconeAlternative
	Imbue™ Coconut MB  Water, Cocos Nucifera (Coconut) Oil, Glycerin, Polyglyceryl-6 Stearate, Glyceryl Caprylate, Carmathus Tinctorius (Safflower) Oil, Xanthan Gum, Rosmarinus Officinalis (Rosemary) Leaf Extract	Novel emulsion concentrate with a high internal phase developed to create everything from sprayable emulsions to gel-cream texture with few additional ingredients. Can also be used as an alternative to surfactant based solubilizers for emulsion systems, avoiding the undesirable soaping, tackiness, and instability. #ColdProcess

Suppliers	Products Descriptions			
National				
	<b>KahlJelly 7037 Berry</b> <i>Ricinus Communis (Castor) Seed Oil, Rhus Verniciflua Peel Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil</i>	Multifunctional blend that can be used in color cosmetics, skin, and hair care formulations where it has a positive influence on TEWL. Provides formulations with a super soft, silky lip and skin feel, and improves pay-off. #PetrolatumAlternative		
KAHL	KahlBase 7040 Seabuckthorn Ricinus Communis (Castor) Seed Oil, Crambe Abyssinica Seed Oil, Hippophae Rhamnoides Fruit Extract, Helianthus Annuus (Sunflower) Seed Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Versatile blend of natural waxes and oils including wax from the berries of seabuckthorn, that can be used as the structural base for a variety of cosmetic products with a smooth skin feel. Also functions as a booster to enhance pay-off, spreadability, skin feel, and texture.		
	<b>Bonderm 10 Olive®</b> Cetearyl Alcohol, Cetearyl Glucoside, Sorbitan Olivate	Natural olive oil based O/W emulsifier, designed to provide a highly moisturizing and radiant effect with a smooth and soft skin sensation. #SkinBarrier ©		
Quimivita	Vita BuDi Sense® 2,3-Butanediol, Water	100% natural solvent, derived from fermentation for all application areas. Acts a preservation booster, enhances moisturization, provides excellent aesthetics, and maximizes the solubility of actives and functional materials.		
	<b>Vita Cell Renova®</b> <i>Mandelic Acid, Succinic Acid, Tartaric Acid</i>	Synergistic blend of three acids that inhibit the enzymes involved in collagen, hyaluronic acid, and elastin degradation. Designed for all skin types to maintain a smooth, hydrated, and youthful appearance. #AHA		
Regional				
Nouryon	<b>FLEXAN® II Polymer</b> Sodium Polystyrene Sulfonate	Anionic polymer that provides benefits in both hair and skin care products. It forms clear, flexible films, to protect hair from heat damage and that quickly dissipate electric charge to prevent flyaway strands. Films contract upon drying to revitalize curls and tighten the skin, instantly reducing the appearance of fine lines and wrinkles. #InstantTightening		
	Structure® Silk Hydroxypropyl Starch Phosphate	Bio-based, readily biodegradable multifunctional rheology modifier, texturizer, and film-former for skin care, hair care, and hair styling. #PVPAIternative		





49% of US haircare users

aged 25-34 are interested in products that treat a dry scalp.1

Consumers are embracing a

## comprehensive hair care routine

—from **shampoo** to **hair masks**, **oils**, and **scalp treatments**.<sup>2</sup>

**◯** TikTok

#hairgrowth 531.8M avg. weekly views #healthvhair

487.7M avg. weekly views

#curlyhair 309.6M avg. weekly views



There is a growing emphasis on eco-ethical claims in sunscreen products, with over 70% of sunscreens in North America featuring such claims.3



✓ SUSTAINABLY SOURCED

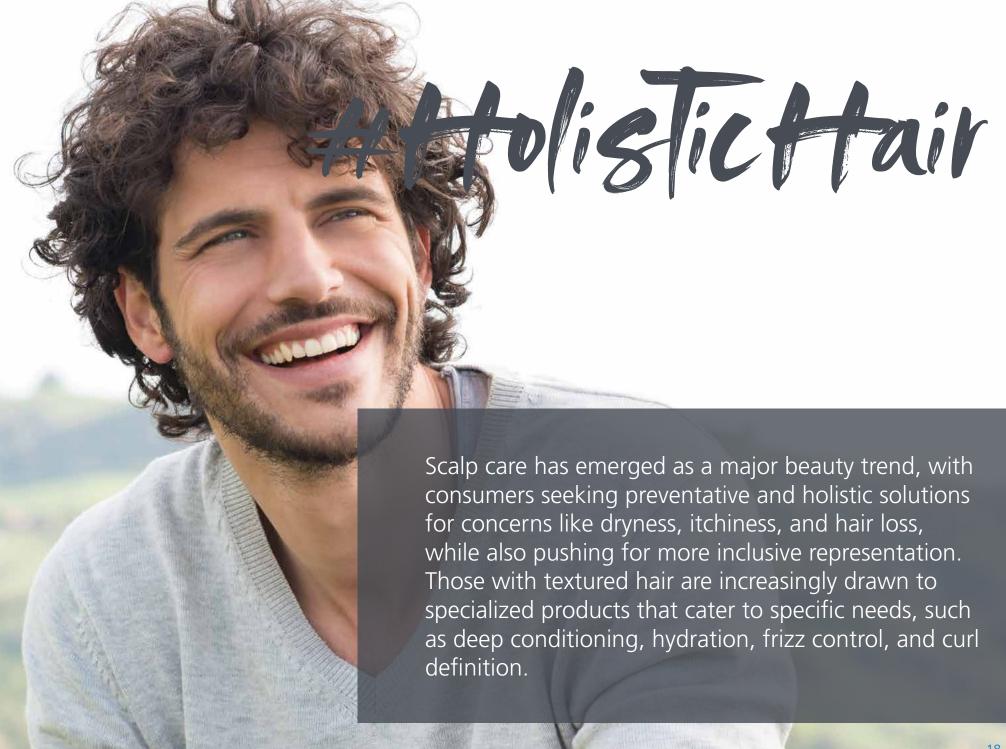




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✓ VEGAN CRUELTY-FREE





(1,2,3) Mintel

Suppliers	Products	Descriptions
National		
AAK	<b>LIPEX® L'sens™</b> Soybean Glycerides, Butyrospermum Parkii (Shea) Butter Unsaponifiables	Highly polar, semi-solid shea based oleogel that improves moisturizing, conditioning, and light-reflecting benefits in skin, lip, and hair care. An excellent vegan alternative to lanolin as it shares similar properties regarding touch, structure, gloss, film-forming, and water-absorbing capacities. #LanolinAlternative
	<b>LIPEX® SheaLuxe TR™</b> Ethyl Oleate, Ethyl Stearate	This shea-derived, climate-compensated, fully traceable emollient ester is an excellent alternative to non-volatile silicones in skin and hair care formulations. Delivers strong short- and long-term anti-frizz and shine and a similar combing ease effect as a low viscosity dimethicone. #SiliconeAlternative
ACTV Biotech	ProliCell® Malva Glycerin, Malva Sylvestris (Mallow) Flower/Leaf/Stem Extract, Sodium Benzoate, Potassium Sorbate	Hair follicle active, created through the ProliCell® technology with Malva sylvestris (Mallow) stem cells and exosome small RNA that encourages new hair formation, strengthens the hair follicle to prevent hair loss, and prevents hair graying by increasing melanin synthesis. #PlantStemCells #Exosomes #ScalpHealth
Alchemy Ingredients	<b>Micromulse® Foam</b> Sodium Cocoyl Amino Acids, Water, Coco-Caprylate/Caprate, Polyglyceryl-10 Laurate	Naturally derived, mild surfactant blend that creates a transforming oil-to-foam texture through microemulsion technology. Delivers gentle, effective cleansing and provides a moisture barrier that leaves hair feeling softer and more flexible. #SulfateFree
Line	Inflamox™ Plus Vaccinium Macrocarpon (Cranberry) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Curcuma Longa (Turmeric) Root Extract, Zingiber Officinale (Ginger) Root Extract	Powerful, oil-soluble botanical complex with excellent anti-oxidant and anti-inflammatory properties for anti-aging and skin and scalp soothing preparations. #ScalpHealth ©
Green Line	<b>GreenSens™ P30 MB</b> PCA Glyceryl Oleate	Natural hair and skin conditioner, cationic in nature at a pH < 5.5, with antistatic and re-fatting properties. Enhances wet combing and reduces flyaways without buildup. #QuatFree
	<b>Organic Radigard™ CO-R</b> Canola Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Organic botanical antioxidant from the rosemary leaf that provides reliable oxidation protection for a wide range of lipids and oils.  #TocopherolAlternative ©

Suppliers	Products	Descriptions
National		
GfN Selco	<b>Biotin USP 24</b> <i>Biotin</i>	Natural component of many enzymes in our body and also known as Vitamin K, this active works to strengthens the hair and hair follicle. #HairStrength
<del>로</del>	KahlJelly 7038 Coco Cocos Nucifera (Coconut) Oil, Olea Europea (Olive) Fruit Oil, Rhus Verniciflua Peel Wax, Helianthus Annuus (Sunflower) Seed Wax	Offers multifunctional activity for a broad range of cosmetic applications enhancing viscosity and gloss with film forming propertie and effectively protects hair from protein loss. #MultiTasker
KAHL	<b>KahlWax 6279L Myrica</b> <i>Myrica Pubescens Fruit Wax</i>	Natural wax that uniquely combines a high hardness with a low melting point. Shows excellent performance as a natural hair conditioning agent that reduces combing force and styling agent with medium hold, allowing for remoldable styles without flaking. #NaturalStyling •
	<b>Vita Catiogel®</b> Ceratonia Siliqua Gum, Arginine, Succinic Acid	Efficient natural thickener compatible with cationic agents providing good transparency and a natural feel, ideal for hair care formulations #NaturalThickener ©
Quimivita	<b>Vitaffeine<sup>nat®</sup></b> Caffeine, Citric Acid	Functional ingredient designed to increase the solubility and stability of caffeine, preventing the formation of crystals. Can be used for hai loss and hair growth treatments, as well as dark circles and puffiness treatments, anti-cellulite products, and slimming products.
Õ	Vita Hya-hair Repair® Water, Glycerin, 1,2-Hexanediol, Sodium Hyaluronate, Hydrolyzed Sodium Hyaluronate, Hydroxypropyltrimonium Hyaluronate, Ethylhexylglycerin	Optimized blend of three variations of Sodium Hyaluronate easily absorbed onto the hair's surface. Delivers long lasting moisturization improving luster, texture, and overall manageability for smooth, silky, tangle-free hair. Enhances the scalp's protective barrier for improved hydration and overall condition. #HairRepair #ScalpHealth •

Tair

Suppliers	Products	Descriptions
Regional		
Nouryon	Amaze® SP Sodium Polyitaconate	Natural anionic polymer with exceptional sensory and performance properties, providing humidity resistant style retention, volume, thermal protection, and anti-frizz benefits. #NaturalStyling ©
	<b>Armocare® Aqua 12</b> <i>Brassicamidopropyl Dimethylamine (pending)</i>	High performance non-quat, biodegradable hair conditioning agent designed for high-performing, sustainable hair care formulations. Provides superior conditioning properties to both wet and dry hair, ensuring detangling, smoothness, and manageability. #QuatFree
	Biostyle® CGP Biostyle® XH Maltodextrin/VP Copolymer	Naturally derived hair fixative polymer with exceptional clarity, designed especially for use in volumizing and styling products. #PVPA/ternative
	<b>DynamX®</b> <i>Polyurethane-14, AMP-Acrylates Copolymer</i>	Unique hair styling polymer that delivers flexibility with long lasting hold, excellent thermal protection, curl definition, high shine, and frizz control. #StyleMemory



LIPEX® PreAct™ Canola Oil  LIPEX® SheaSolve™	A bioactive emollient derived from non-GMO Swedish canola that is an effective moisturizer, naturally rich in antioxidant tocopherols and phytosterols. These properties combine to prepare and protect skin against UV radiation and actively restore a compromised skin barrier function. #SkinBarrierRepair
Canola Oil	an effective moisturizer, naturally rich in antioxidant tocopherols and phytosterols. These properties combine to prepare and protect skin against UV radiation and actively restore a compromised skin barrier
LIPEX <sup>®</sup> SheaSolve <sup>™</sup>	
Shea Butter Ethyl Esters	This eco-friendly shea-derived emollient ester offers excellent wetting, dispersing, and solubilizing properties. Compatible with mineral and organic UV filters and shows SPF boosting properties in mineral formulations. #UVBooster #ReducedWhitening ©
<b>ProliCell® GoldStem</b> Glycerin, Helichrysum Arenarium Extract, Sodium Benzoate, Potassium Sorbate	Developed from Helichrysum arenarium stem cells and exosome technology enriched with small RNAs that suppresses UV-induced inflammation, activates DNA repair, and reduces melanin formation to minimize wrinkles, improve hydration, and even out skin tone.  #Exosomes
<b>GreenWax™ WO MB</b> Glyceryl Oleate, Hydrolyzed Sunflower Seed Wax, Sucrose Polystearate	Innovative, W/O emulsifier, ideal for use in pigmented and sunscreen formulations. Unique sensory profile, characterized by a light and soft after feel.
<b>Vivify™ Plus</b> Propanediol, Myrothamnus Flabellifolia Leaf/Stem Extract, Aloe Ferox Leaf Extract	Sustainably sourced botanical blend with demonstrated anti-oxidant and anti-pollution benefits to protect and soothe the skin.
<b>Vita Aox Skin<sup>nat®</sup></b> Ferulic Acid	Specially designed rice origin ingredient with anti-oxidant, anti-inflammatory and skin brightening properties that effectively absorbs UV light offering photoprotection benefits to maintain healthy skin. #Anti-oxidant
<b>UPCork Aox®</b> Glycerin, Water, Quercus Suber Bark Extract	Active liquid solution with a high content of polyphenols, obtained from upcycled cork, that enhances skin firmness and elasticit with significant antioxidant and UV-protective capabilities.  #Upcycled ©
	ProliCell® GoldStem Glycerin, Helichrysum Arenarium Extract, Sodium Benzoate, Potassium Sorbate  GreenWax™ WO MB Glyceryl Oleate, Hydrolyzed Sunflower Seed Wax, Sucrose Polystearate  Vivify™ Plus Propanediol, Myrothamnus Flabellifolia Leaf/Stem Extract, Aloe Ferox Leaf Extract  Vita Aox Skinnat® Ferulic Acid  UPCork Aox® Glycerin, Water, Quercus Suber Bark

Suppliers	Products	Descriptions
Regional		
_	<b>Dermacryl® 79</b> Acrylates/Octylacrylamide Copolymer	Hydrophobic, high molecular weight, film forming polymer with exceptional proven water resistance including SPF retention and long-wear rub off resistance. Offers SPF boosting in organic sunscreen formulations.
Nouryon	<b>Dermacryl® X</b> Acrylates Copolymer	High performance water and rub-off resistance polymer for reliable high SPF systems with pleasing aesthetics in both inorganic and organic systems delivered from an emulsion base.
	<b>SolAmaze™ Natural</b> Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Caprylic/Capric Triglyceride	100% bio-based, biodegradable, film-forming polymer that offers superior water resistance and pleasing aesthetics in SPF sunscreens and color cosmetics. #Biodegradable ©
	<b>Assure+</b> Pongamia Pinnata Seed Extract	High purity, natural UVA and UVB booster for mineral-based sunscreens, that provides an increase in UVA-PF/SPF ratio and critical wavelength. #UVBooster ©
Care	<b>Xperse<sup>®</sup> Dispersions</b> Various	Ready to use dispersions in a variety of carriers, based on Zano $^{\circ}$ (Plus) only, or in combination with ${\rm TiO_2}$ . Available in COSMOS certified options.
EverCare	<b>Zano®</b> Zinc Oxide	Zinc oxide powders, available in three different grades, designed to exhibit tailored performance in UVB, UVA, and transparency.  #Transparency ©
	<b>Zano® Plus</b> Zinc Oxide, Triethoxycaprylylsilane	Zinc oxide powders, coated for ease of use, available in three different grades and designed to exhibit tailored performance in UVB, UVA, and transparency. #Transparency



Skincare's Greatest Hits: Powerhouse Ingredients That Deliver

Today's consumers seek signature products that deliver impact in a world of saturation. In times of uncertainty, they crave confidence to help them feel like the best versions of themselves. Our skin superheroes include our bestsellers products that have built loyalty and created powerhouse ingredients continuously prove to be the best of the best and

### Emollients

- LIPEX®
- SheaSoft TR™ Coconut Oil (traceable)

## Actives

- Vitamin C
- Hyaluronic Acid
- Peptides
- Alpha Hydroxy Acids (AHAs)

### Aesthetic Modifiers

- Tapioca Starch
- Dry-Flo®

## Structuring Agents

- Carnauba Wax
- Beeswax
- Candelilla Wax
- Rice Bran Wax

Oil Gellants

Sucragel®

Sapogel® Q

## Film Formers

- Amphomer®
- Dermacryl®
- KahlResin

### **UV** Filters

Zano® Zinc Oxide

Preservatives

Benzoic Acid

Phytic Acid

Phenethyl Alcohol

Humectants

Hydrovance®

Organic Glycerin

 Xperse® Mineral Dispersions





## Oral Care

Omvadent® Enamel protection actives Omyacare® Abrasive Cekol® Thickener Chelator GreenGard<sup>™</sup> PA12 GreenGard™ BA bio Preservative **GLE Organic Glycerin** Humectant

**Bamboo Charcoal Powder** Cleansing/purifying **Ammonium Glycyrrhizinate** Natural sweetener/anti-oxidant

**Natural Gardenia Powder Extracts** Anti-oxidant/natural color

**Sodium Hyaluronate** 

Anti-inflammation/bacteriostatic humectant



Zano<sup>®</sup> D Odor neutralization/skin protection active **GreenGard**<sup>™</sup> **Deo** Odor control/skin hydration active GreenGard<sup>™</sup> TEC bio Odor control active **VELAFRESH™ ZP** Odor neutralization active Imbue<sup>™</sup> TEC bio Odor control/solubilizer LIPEX<sup>®</sup> SheaSoft TR™ Optimized butter emollient KahlWax Structuring agent **Tapioca Starch** Oil absorption starch

Omyaskin® 100-OG Oil absorption/soft focus mineral **Vita Acids** Odor control/improved skin tone active



LIPEX® Shea LIPEX<sup>®</sup> Bassol C<sup>™</sup> GreenWax™ GSC POF Vita Emulderm® **Exfobreeze® Amaze® Native** Hydrovance® Moisturizing Agent ProliCell® SlimStem

Butter emollient Stable base emollient Versatile emulsifier Cost effective emulsifier Exfoliant Cost effective sensory enhancer Humectant

Anti-cellulite active Vita Silky Fluid® Sensory emollient **KahlWax** 

Rheology modifier/sensory enhancer

superfans. These

never go out of style.

25

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FORMULATION SUPPORT



APPLICATION & ANALYTICAL LABS



CUSTOM PRODUCT DEVELOPMENT



GREEN CHEMISTRY EXPERTISE



PROTOTYPES



Densify Scalp Therapy Mist

Sunstik SPF 30 Sunscreen

GellyBalm SPF 30 Sunscreen

Treatment Body Lotion Toning & Hydrating

Reboot Whole Body Deodorant Cream

Synergy DeoSerum

Wipe New Tooth & Gum Wipe Solution





Learn more about Omya Specialty Ingredients

# Activate Curl Defining Cream

SH-02-51-05

Lightweight styling cream that enhances curl texture, smooths frizz, and defines curls without making hair crunchy, sticky, or stiff.

	Ingredients	Suppliers	% w / w
A1	DI-Water GreenGard™ PA	Green Line, LLC	qs 0.10
<b>A2</b>	GLE Organic Glycerin Amaze® XT Propanediol	Green Line, LLC Nouryon 	2.00 0.50 2.00
В1	Sucragel® XL	Alchemy Ingredients	5.00
В2	LIPEX® Bassol C™ LIPEX® SheaLiquid TR™ Glyceryl Stearate LIPEX® Omega 3/6™ LIPEX® SheaLuxe TR™ Radigard™ CT-R	AAK AAK  AAK AAK Green Line, LLC	10.00 5.00 1.50 2.50 2.50 0.20
С	DI-Water Amaze® SP	 Nouryon	10.00
D	Structure® Silk GreenGard™ LA Magnesium Sulfate Fragrance	Nouryon Green Line, LLC 	2.50 2.00 0.50 qs

100.00

# Densify Scalp Therapy Mist



SH-02-50-08

Leave-in treatment mist designed to support a healthy scalp, encourage new hair growth, strengthen hair follicles to help reduce hair loss, and prevent graying.

	Ingredients	Suppliers	% w / w
Α	DI-Water GreenGard™ PA Vitaffeine <sup>nat®</sup>	Green Line, LLC QUMIVITA PRODUCTS SL	qs 0.050 2.000
	NaOH 50% Solution		qs
В	GLE Organic Glycerin ProliCell® Malva WS Biotin USP GLB Fusion™ 5829PD Ethyl Lactate Hydrovance® Moisturizing Agent GreenGard™ LA	Green Line, LLC ACTV Biotech GfN & Selco Green Line, LLC Nouryon Green Line, LLC	2.000 2.000 0.005 5.000 0.500 5.000

100.000

#HolisticHair #TexToredHair #BioTechBeanty

## SunstiK SPF 30 Sunscreen



SH-01-81-09

Water resistant mineral sunscreen offering broad-spectrum protection while smoothing and enhancing skin tone. This waterless serum applies effortlessly, either under makeup or on its own, for a naturally radiant glow.

	Ingredients	Suppliers	% w / w
Α	LIPEX® Bassol C™ Lipocire™ A SG KahlWax 6607L MB Sunflower	AAK Gattefossé Kahl	qs 7.00 7.50
	KahlJelly 7038 Coco KahlWax 2225 Phyto Wax	Kahl Kahl	3.00 9.00
	KahlWax 6684 Jasmine Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Kahl 	2.00 0.50
	Triheptanoin SolAmaze™ Natural Polymer	Nouryon	5.00 3.33
В	LIPEX® SheaSolve™ Dispersun DSP-OL100 Sunscreen	AAK Innospec Performance Chemicals	15.00 0.50
	Zano <sup>®</sup> 20	EverCare	20.00
C	Featheleve™ PT-7001K Real Pearl Gold		1.00
	Omyaskin® 100-OG	Omya, Inc.	3.00

100.00

## GellyBalm SPF 30 Sunscreen



SH-02-42-05

Cold process multifunctional sunscreen for face, lips, and body. This unique texture transforms from a thick balm to a light nourishing oil to protect, smooth, and firm the skin with a natural healthy glow.

	Ingredients	Suppliers	% w / w
Α	Sucragel® XL	Alchemy Ingredients	20.00
В	LIPEX® SheaSolve™ Xperse® 501 LIPEX® SheaLiquid TR™ Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	AAK EverCare AAK 	43.40 30.00 4.00 0.20
	Gatuline® In-Tense MB Soleil Dream Fragrance ORC2102741	Gattefossé Orchidia Fragrances	2.00 0.40

100.00





# Treatment Body Lotion Toning & Hydrating



SH-02-39-04E

Daily body treatment lotion designed to support barrier repair, hydrate the skin, improve elasticity, and boost microcirculation. Visibly firms and tones while minimizing the appearance of cellulite.

	Ingredients	Suppliers	% w / w
Α	DI-Water		qs
	GreenGard™ PA	Green Line, LLC	0.05
В	GLE Organic Glycerin	Green Line, LLC	3.00
	Sclerothix®	Alchemy Ingredients	1.50
<b>C1</b>	Sucragel® XL	Alchemy Ingredients	5.00
C2	LIPEX® Bassol C™	AAK	5.00
	LIPEX® SheaSoft TR™	AAK	10.00
	Glyceryl Stearate		1.00
	KahlWax 6290 Berry	Kahl	2.00
	GreenSens™ IL MB	Green Line, LLC	2.00
	Radigard™ CO-R	Green Line, LLC	0.10
D	GreenGard™ LA	Green Line, LLC	2.00
	ProliCell® SlimStem WS	ACTV Biotech	2.00
	Fragrance		qs

100.00

#Body Care #Skin Barrier #Skinification



## Reboot Whole Body Deodorant Cream



SH-02-48-08

All-over deodorant cream providing up to 24 hours of odor control, keeping skin dry and fresh throughout the day. In addition to keeping odor at bay, it soothes and protects the skin while supporting a healthy skin barrier for all-day comfort.

	Ingredients	Suppliers	% w / w
A	DI-Water		qs
	GreenGard™ PA12	Green Line, LLC	0.10
В	GLE Organic Glycerin	Green Line, LLC	3.00
	Sclerothix®	Alchemy Ingredients	0.75
	Propanediol		4.00
<b>C1</b>	Zano® D	EverCare	4.00
	LIPEX® SheaSolve™	AAK	5.00
	Vita Silky Fluid CC®	QUMIVITA PRODUCTS SL	5.00
C2	Vita Emulderm® LIPEX® Bassol C™ LIPEX® SheaSoft TR™ GreenWax™ GL MB KahlWax 6290 Berry Tocopherol	QUMIVITA PRODUCTS SL AAK AAK Green Line, LLC Kahl	3.50 7.00 3.00 1.00 2.00 0.25
D	GreenGard™ PCG	Green Line, LLC	1.00
	Alpha-Bisabolol natural	GfN & Selco	0.50
	Fragrance		qs
E	Amaze® Native	Nouryon	5.00

100.00





## Synergy DeoSerum



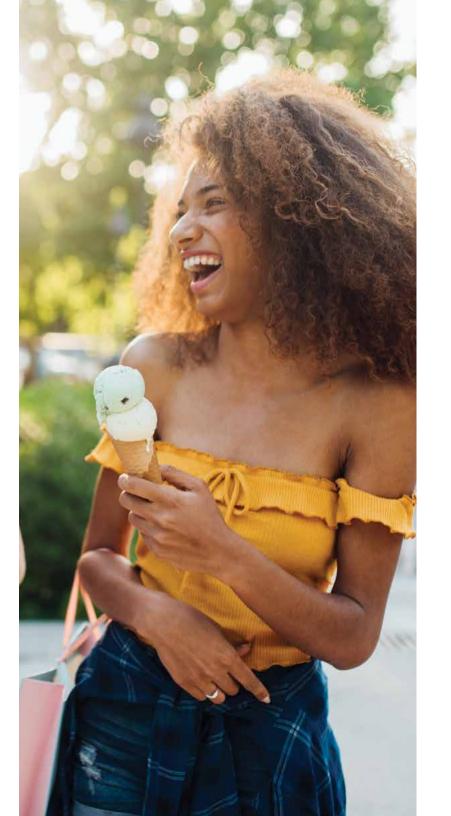
SH-02-47-03

Fast-drying, breathable, and residue-free liquid gel serum that helps combat odor, brighten discoloration, and smooth the skin for a refreshed and even-toned appearance.

	Ingredients	Suppliers	% w / w
Α	DI-Water GreenGard™ PA GLE Organic Glycerin Vita Cell Renova® Sodium Hydroxide 50% Propanediol	Green Line, LLC Green Line, LLC Quimivita	qs 0.10 3.00 10.00 3.50 2.00
В	Sclerothix®	Alchemy Ingredients	0.75
C	GLB Fusion™ 5641PD Hyaluronic Acid Solution Triple 1.5% GreenGard™ LA	Green Line, LLC GfN & Selco Green Line, LLC	5.00 1.00 2.00
D	Imbue™ TEC MB GreenSens™ TEC Bio Citrus Rosewater ORC2100704	Green Line, LLC Green Line, LLC Orchidia Fragrances	3.00 1.00 0.75

100.00





# Wipe New Tooth & Gum Wipe Solution



SH-02-49-02

Natural wipe solution that supports remineralization of enamel to help strengthen teeth and soothe sensitivity, ideal for those with delicate teeth or gum discomfort. Perfect for travel, after meals, or when brushing is not an option for a healthier, fresher smile.

	Ingredients	Suppliers	% w / w
<b>A1</b>	DI-Water		qs
A2	Propanediol		8.00
	GLE Organic Glycerin	Green Line, LLC	2.00
	Luxamul®	Alchemy Ingredients	1.25
А3	Omyadent® 200	Omya, Inc.	5.00
	Omyadent® 100	Omya, Inc.	2.00
В	LIPEX® Bassol C™	AAK	1.00
	Akocare™ Coconut RA SG™	AAK	1.00
C	Natural Benzyl Alcohol GLB Fusion™ 5826PD Stevia Flavor	Green Line, LLC Green Line, LLC 	0.30 1.00 qs qs

100.00



All ingredients contained in the Index are vegan-compliant.

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