



The IT List

Trending ingredients you
need to know about now

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.

Omya commitments:

 CUSTOMER CARE

 INNOVATION

 SUSTAINABILITY



- 1 *#TikTokTrends*
- 3 *#Sustainability*
- 4 *#TheCleanUp*
- 12 *#MultiTasker*
- 16 *#HeadGames*
- 20 *#SunSeeker*
- 24 *#AllStars*
- 29 *#TrendFormulations*

 = COSMOS Approved  = COSMOS Compliant

All ingredients in this trends guide are **vegan-compliant**.

TikTok is the top-cited source Gen Z'ers use to learn about beauty.¹



▶ 1.8M

♥ 206.8K

💬 1076

TikTok trends

With its easily consumable short-form videos, TikTok boasts over 1 billion users who appreciate the authenticity of everyday people sharing tips. TikTok culture defines trending products and sparks purchasing decisions in consumers of all ages who frequent the app for advice on skincare routines, makeup hacks, and product recommendations. Influencers become trusted sources of recommendations and beauty brands often collaborate with these influencers to promote their products.

(1,2) Mintel



90s Hair

Revival of the “supermodel blowout” creates an opportunity for an increased demand for styling products.

Amphomer® | Biostyle®
DynamX® | KahlWax 6279L Myrica
Definicire®

Eye Masks

A playful trend appearing all over TikTok, drawing interest from a broad customer base.

Eyeglorius™ | Gatuline® Link n Lift
Flexan® II | Biofer™ Sugar Kelp

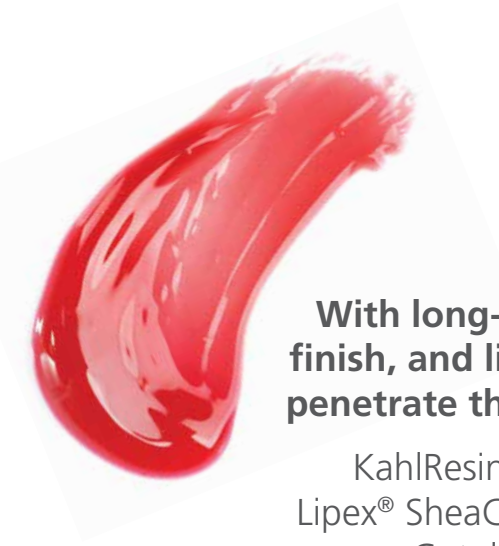


Neurocosmetics

Connects the brain and the skin, creating emotions that affect your beauty experience.

Cosmospheres® | Peptidox® L
Vita Silky Fluid® | EnergiNius®

Thirty-three percent of US consumers are willing to pay more for beauty products that have mood-boosting qualities.²



Lip Stains

With long-lasting color, natural finish, and lightweight feel, stains penetrate the lips for lasting color.

KahlResin 5720 MB Araucaria
Lipex® SheaClear™ | Dermacryl® 79
Gatuline® In-Tense MB

Skin Barrier

TikTok users are looking for advice on repairing and restoring the skin barrier function to maintain overall skin health.

LIPEX® SheaSoft TR™ | Inflammox™ Plus
Sucragel® | Gatuline® Skin-Repair AF



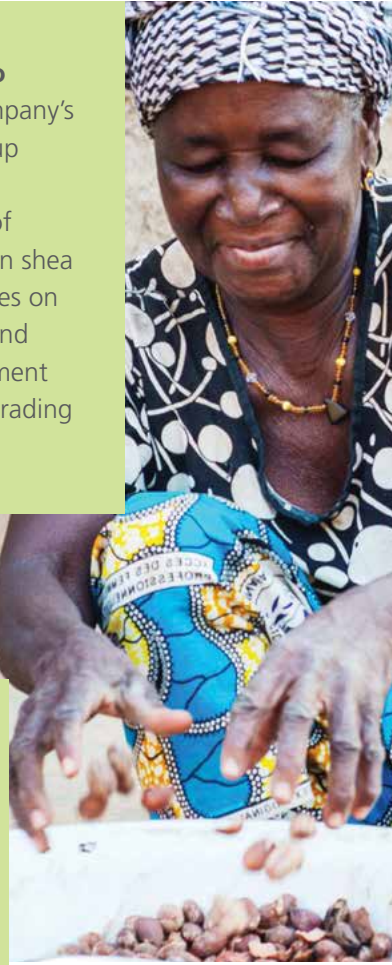
Sustainability

Sustainability is a high priority for Omya, with focused actions in three areas: social, environmental, and economic. Omya is proud to partner with suppliers who are committed to empowering and giving back to the communities from which they source raw materials.

Gattefossé BeeVersité Project – In collaboration with the ONF, the BeeVersité project aims to regenerate the flora and fauna of a plot of forest on La Reunion Island, damaged by a succession of fires. Ecological reforestation will allow for the restoration of this area's biodiversity and promote the presence of bees in their natural environment while raising awareness among young people about the preservation of forests.



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.












EverCare's Positive Reef Initiative – This 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.









Consumers are actively seeking more sustainable products that are as good for people as they are for the planet. As Clean Beauty continues to evolve, we see more sustainable alternatives that minimize environmental impact without compromising performance. With the need to "Clean Up" products for our own well-being and our ecosystem we are challenged to combine aesthetics with moral purpose.

#TheCleanUp

Supplier	Product	INCI	Description
Nationwide	AAK	LIPEX® Bassol C™ 	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 
		LIPEX® Shealuxe TR™ 	Ethyl Oleate, Ethyl Stearate This shea-derived, climate-compensated, fully traceable emollient ester is an excellent alternative to non-volatile silicones in light skin care formulations that demand a soft, silky texture, and non-greasy after-feel. #SiliconeAlternative 
		LIPEX® SheaSoft TR™ 	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 
		Luxamul® 	Xanthan Gum, Sapindus Mukorossi Extract, Sclerotium Gum Cold-process, all-in-one solution for thickening and emulsification that is highly compatible with a wide range of actives. With proven moisturization properties, this mild low usage level ingredient creates smooth emulsions with a luxuriously silky, silicone-like feel. #ColdProcess 
		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. #ColdProcess 

Alchemy Ingredients

Supplier	Product	INCI	Description
Nationwide	Alchemy Ingredients	Sclerothix®	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 
		Biofer™ Sugar Kelp 	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 
	Green Line	GreenGard™ PA	Phytic Acid, Water Rice derived chelating agent that inactivates metal ions by forming a biodegradable complex to minimize oxidation and stabilize formulations. #EDTAlternative #Biodegradable 
		GreenSolv™ 168 MB	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. #PEGFreeVegan 
		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 soothing preparations. #Waterless 

Supplier	Product	INCI	Description
Nationwide	KAHL	KahlWax 6672 Mimosa	Acacia Decurrens Flower Wax
		KahlWax 6684 Jasmine	Jasminum Grandiflorum (Jasmine) Flower Wax
		KahlWax 6614 Tea*	Camellia Sinensis (Tea) Leaf Wax
		KahlWax 6692 Rose	Rosa Damascena (Rose) Flower Wax
		KahlWax 6607 WOA Sunflower*	Helianthus Annuus (Sunflower) Seed Wax
Nationwide	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
		KahlComplex 6422 Veggiesoft	Rhus Verniciflua Peel Wax, Simmondsia Chinensis (Jojoba) Seed Oil, Cetearyl Alcohol, Myristyl Alcohol, Caprylic/Capric Triglyceride, Copernicia Cerifera (Carnauba) Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil
Nationwide	Omya	Natural Gardenia Powder Extracts	Hydrolyzed Gardenia Florida Extract, Maltodextrin Gardenia Jasminoides Fruit Extract, Maltodextrin



Supplier	Product	INCI	Description
Nationwide	Pacific Blends	Vegetatum® NEW	Canola Oil, Zea Mays (Corn) Starch, Silica
			Helianthus Annuus (Sunflower) Seed Oil, Silica, Rosmarinus Officinalis (Rosemary) Extract, Zea Mays (Corn) Starch
			Ricinus Communis (Castor) Seed Oil, Silica, Rosmarinus Officinalis (Rosemary) Extract, Zea Mays (Corn) Starch
			Linum Usitatissimum (Linseed) Seed Oil, Canola Oil, Silica, Rosemary Extract
Nationwide	Pacific Blends		Canola Oil, Aloe Barbadensis Leaf Juice
		Exfobreeze®	Quercus Suber Bark
			Extracted from biologically diverse Mediterranean forests and upcycled from the cork industry, this gentle exfoliant is suitable for a wide range of formulations. #Upcycled #CarbonNegative
Nationwide	Quimivita	Vita Silky Fluid®	Tetradecane, Dodecane, Diethyl Succinate
		Vita Silky Fluid® CC* NEW	Tetradecane, Dodecane, Isoamyl Laurate
Nationwide	Quimivita	Vita Soft Peel®	Succinic Acid



Supplier	Product	INCI	Description
West Gattefossé	Emulium® Dermolea MB	Polyglyceryl-6 Distearate, Candelilla/ Jojoba/Rice Bran Polyglyceryl-3 Esters	Creates vegan, biodegradable, and organically certified products ranging from sprayable emulsions to thick butters. Acting as a shield for sensitive skin, it provides protection against environmentally induced stress with long-term soothing and moisturizing benefits. #PEGFreeVegan
	EleVastin™	Betaine, Propanediol, Water, Murraya Koenigii Stem Extract	Truly natural targeted solution to gravity-induced sagging that redefines the facial contour and reduces deep and vertical wrinkles to restore a youthful appearance. #LiquidFaceLiftAlternative
	Eyeglorius™ NEW	Octyldodecyl Myristate, Hippophae Rhamnoides Extract	New, oil-soluble bioactive that targets two undereye concerns at once including dark circles and puffiness, by targeting microcirculation of the subocular region. Crafted from 100% natural and upcycled leaves of organic seabuckthorn, this sustainable active unlocks a world of opportunities for efficacious skincare and makeup, especially around the eyes, to bring sustainable beauty and brilliance. #Waterless
	Original Extracts™	Pyrus Malus (Apple) Fruit Water Citrus Grandis (Grapefruit) Fruit Water Actinidia Chinensis (Kiwi) Fruit Water Vitis Vinifera (Grape) Fruit Water Citrus Limon (Lemon) Fruit Water Citrus Aurantium Dulcis (Orange) Fruit Water	Directly obtained from fruits or plants, these living waters contain well-balanced amounts of trace elements, mineral salts, and essential oils. They were created in partnership with the food industry, preventing waste by using the water remaining from the production of concentrated fruit juices. #Upcycled #WaterLess









Supplier	Product	INCI	Description
West Nouryon	Amaze® Nordic Barley	Hordeum Vulgare Seed Flour	Unmodified natural starch, produced in an eco-conscious process as a sidestream 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
	Purity™ 21C Pure	Zea Mays (Corn) Starch	Unmodified corn starch aesthetic enhancer and effective oil absorber with a clean microbiological profile. #TalcAlternative
	Structure® M3 NEW	Sodium Hydrolyzed Corn Starch Dodecenyloctanoate	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
West / Midwest EverCare	Zano® D	Zinc Oxide	Transparent, skin soothing Zinc Oxide that neutralizes volatile odors and inhibits odor-causing bacteria on the skin with a long lasting deodorizing effect. #NaturalDeodorant








It was reported that 69% of US women are interested in multifunctional products.¹ Multifunctional minimalism emphasizes simplicity, efficiency, and versatility. Consumers are adopting a more mindful approach to spending, seeking multifunctional products with maximized functionality. All-in-one, long-lasting, and value-driven claims make up today's simplified beauty routine.



⁽¹⁾ Mintel

#MultiTasker

Supplier	Product	INCI	Description
Nationwide	AAK	LIPEX® IllipeSoft™ 	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. #FunctionalButter 
		LIPEX® SheaLiquid TR™ 	Butyrospermum Parkii (Shea) Butter Climate-compensated, fully traceable, low-spreading liquid 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 
	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 
		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. 
		GreenSens™ IL MB	Isoamyl Laurate 100% natural silicone and synthetic oil alternative with an elegant 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 

Supplier	Product	INCI	Description
Nationwide	Green Line	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 textures with few additional ingredients. Can also be used as an alternative to surfactant based solubilizers as it allows the incorporation of fragrance and additional oils into emulsion based systems avoiding the undesirable soaping, tackiness, and instability. #ColdProcess 
		KahlJelly 7037 Berry	Ricinus Communis (Castor) Seed Oil, Rhus Verniciflua Peel Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil 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 
	Omya	Cosmospheres®	Varies Optically attractive delivery beads, sourced from natural and sustainable ingredients that can be used in aqueous based formulations. Available in a wide range of colors, these beads can be loaded with a variety of oil soluble ingredients to create a unique sensorial experience. 
		Bonderm 10 Olive®	Cetearyl Alcohol, Cetearyl Glucoside, Sorbitan Olivatate Natural olive oil based OW emulsifier, designed to provide a highly moisturizing and radiant effect with a smooth and soft skin sensation. #SkinBarrier 
	Quimivita	Vita Cell Renova®	Mandelic Acid, Succinic Acid, Tartaric Acid 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 

#MultiTasker

Supplier	Product	INCI	Description
West Gattefossé	Emulium® Dolcea MB	Cetearyl Alcohol, Glyceryl Stearate, Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Sodium Stearoyl Glutamate, Water, Polyglycerin-3	Flexible and easy to use O/W emulsification system that creates from fluid textures to thick butters. Provides immediate and long lasting moisturization with a strong sensory signature, bringing extreme softness to formulations. 
	EnergiNius®	Fructose, Glycerin, Water, Withania Somnifera Root Extract	Derived from the roots of Ashwagandha, an iconic plant in Ayurvedic medicine and classified as an adaptogen, this vitality boosting active improves skin firmness and tonicity in addition to protecting it from screen-emitted light to fight digital pollution. #Neurocosmetics 
	Transcutol®	Ethoxydiglycol	Powerful high purity solubilizer and efficacy booster that enhances penetration of cosmetic actives. Helps repair split ends by interacting with internal hair proteins and enables a longer-lasting and more uniform hair color. #BondRepair #LongLastingColor



Well-being is very much at the forefront of hair care with consumers mindfully looking to improve the health of their coveted locks. Skinification of hair care is more than a buzz word as consumers seek a more holistic approach to their routine, including scalp multitaskers and the emergence of bond repair treatment as healthy hair starts with the follicle. Cleaner diets, targeted supplements, and gentler styling routines using natural ingredients provide long term solutions to hair health.

#HeadGames

Supplier	Product	INCI	Description
Nationwide	AAK	LIPEX® L'sens™ <small>NEW</small> 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.
	Alchemy Ingredients	Micromulse® Foam <small>NEW</small> Sodium Cocoyl Amino Acids, Water, Coco-Caprylate/Caprate, Polyglyceryl-10 Laurate	Naturally derived, mild surfactant blend that creates transforming oil-to-foam textures through microemulsion technology. Delivers gentle, effective cleansing and provides a moisture barrier that leaves hair feeling softer and more flexible. #SulfateFree
		GreenWax™ CC MB Polyglyceryl-3 Stearate, Cetearyl Alcohol, PCA Glyceryl Oleate, Glyceryl Caprylate	Self emulsifying conditioning concentrate with anti-static and re-fatting properties, that improves wet combing and reduces flyaways. #PEGFreeVegan #QuatAlternative
	Green Line	GreenSens™ P30 MB PCA Glyceryl Oleate	Natural hair and skin conditioner with antistatic and re-fatting properties. Enhances wet-combing and reduces flyaway without buildup.
		Organic Radigard™ CO-R 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
GfN Selco	Biotin USP 24 Biotin	Natural component of many enzymes in our body and also known as Vitamin K, this active works to strengthen the hair and hair follicle. #HairStrength	

Supplier	Product	INCI	Description
Nationwide	KAHL	KahlWax 6279L Myrica Myrica Pubescens Fruit Wax	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.
		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 properties and effectively protects hair from protein loss. #MultiTasker
		Vita Catiogel® 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	Vitaffeine® <small>NEW</small> Vitaffeine^{nat}® <small>NEW</small> Caffeine, Citric Acid	Functional ingredient designed to increase the solubility and stability of caffeine, preventing the formation of crystals. Can be used for hair loss and hair growth treatments, as well as dark circles and puffiness treatments, anti-cellulite products, and slimming products.
		Vita Hya-hair Repair® <small>NEW</small> 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

#HeadGames

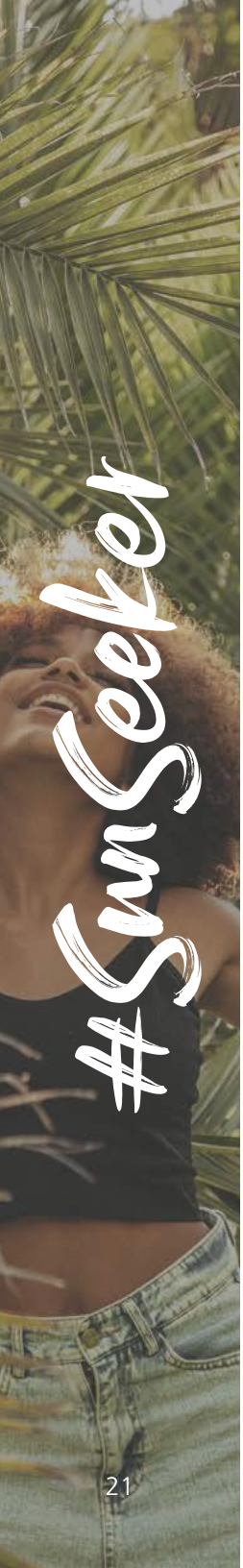
Supplier	Product	INCI	Description
Gattefossé	Definicire®	Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Polyglycerin-3	Active texturizer that recreates the hair protective lipid layer and ensures perfect hair discipline in all climates with a comfortable smooth feel. <i>#HairRepair #SiliconeAlternative #QuatAlternative</i>
	Original Extract™ Rice	Oryza Sativa (Rice) Bran Water	Retaining trace elements from the fresh plant, this living water brings antioxidant and nourishing properties to hair and skin. <i>#RiceWater</i>
	Gatuline® Age Defense NP	Water, Juglans Regia (Walnut) Seed Extract	Anti-aging active that protects hair and skin from UV and environmental damage, boosts cell metabolism while fighting both chronological and intrinsic aging. <i>#Upcycled</i>
West	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. <i>#NaturalStyling</i>
	FLEXAN® II Polymer	Sodium Polystyrene Sulfonate	Multifunctional anionic polymer that forms clear, flexible films that contract upon drying to protect hair from heat damage and revitalize curls.
	DynamX®	Polyurethane-14, AMP-Acrylates Copolymer	Unique hair styling polymer that delivers flexibility with long lasting hold, excellent thermal protection, curl definition, high shine, and frizz control.
	Biostyle® CGP Biostyle® XH	Maltodextrin/VP Copolymer	Naturally derived hair fixative polymer with exceptional clarity, designed especially for use in volumizing and styling products.
Nouryon			



In the US, nearly 45% of Gen Z users are concerned that using sunscreen could be harmful to the environment.¹ As the call for environmental conservation continues to rise, brands are prioritizing claims such as mineral, ethical and sustainable, along with added skin care benefits in their sunscreen products. As sun care is now part of our daily routine, consumers seek high performance, reef-friendly, safe solutions.

⁽¹⁾ Mintel

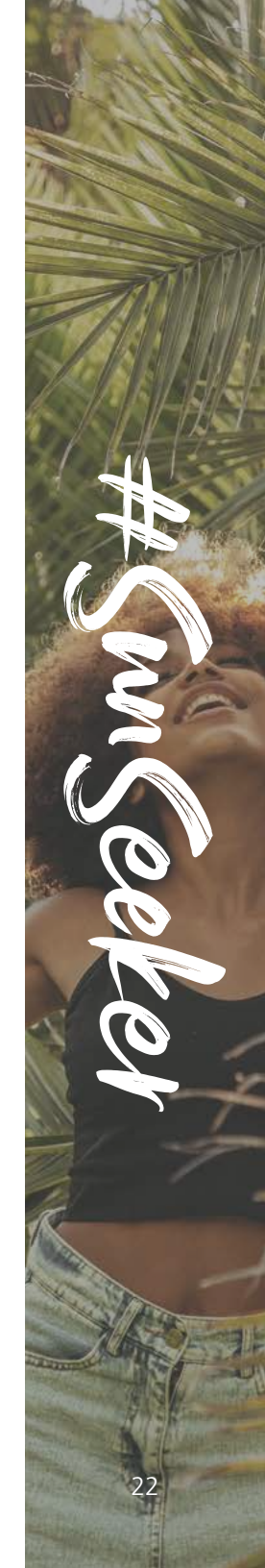
#SunSeeker



#SunSeeker



Supplier	Product	INCI	Description
Nationwide	AAK	LIPEX® SheaSolve™ <small>NEW</small>	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. <i>#FullyRenewableCarbon #UVBooster</i>
		LIPEX® PreAct™ <small>NEW</small>	Canola Oil 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. <i>#SkinBarrierRepair</i>
	Green Line	Vivify™ Plus	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.
	Quimivita	UPCork Aox® <small>NEW</small>	Glycerin, Water, Quercus Suber Bark Extract Active liquid solution with a high content of polyphenols, obtained from upcycled cork, that enhances skin firmness and elasticity with significant antioxidant and UV-protective capabilities. <i>#Upcycled</i>
Vita Aox Skin^{nat}®		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. <i>#Antioxidant</i>	

Supplier	Product	INCI	Description
West	Gattefossé	Emulium® Illustro	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6 Innovative W/O emulsifier, designed principally for use in pigmented and sunscreen formulations. Unique sensory profile, characterized by a light and soft afterfeel. <i>#ColdProcess</i>
		Solastemis™	Fructose, Glycerin, Water, Sechium Edule Fruit Extract Protects the skin from damage induced by solar exposure, preserving epidermal stem cells and shielding the skin from photo-aging. Smooths the skin, visibly reduces wrinkles, and improves skin tone for a healthy lucent complexion. <i>#ZeroWaste #PhotoAgingCorrector</i>
	Nouryon	Dermacryl® 79	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.
	SolAmaze® Natural	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. <i>#Biodegradable</i>	



#SunSeeker

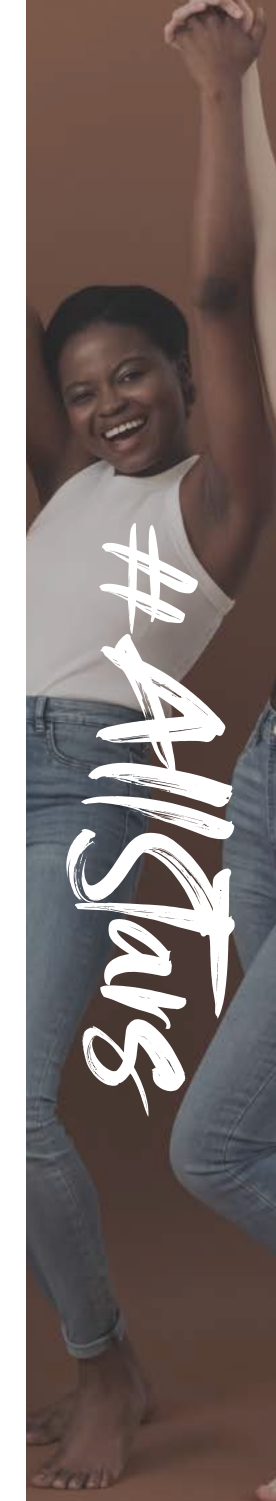
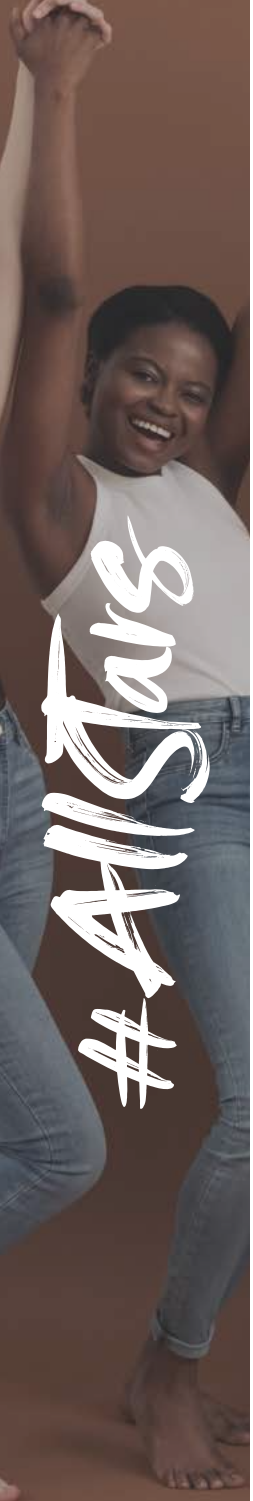






Supplier	Product	INCI	Description
West / Midwest EverCare	Zano®	Zinc Oxide	Zinc Oxide powders, available in three different grades, designed to exhibit tailored performance in UVB, UVA, and transparency. #Transparency 
	Zano® Plus	Zinc Oxide, Triethoxycaprylylsilane	Zinc Oxide powders, coated for ease of use, available in three different grades and designed to exhibit tailored performance in UVB, UVA, and transparency. #Transparency
	Xperse® Dispersions	Various	Ready-to-use dispersions in a variety of carriers, based on Zano® (Plus) only, or in combination with TiO ₂ . Available in COSMOS certified options.
	Assure+	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 








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 best sellers that have driven loyalty and created superfans. These powerhouse ingredients continuously prove to be the best of the best and never go out of style.

#AllStars



Supplier	Product	INCI	Description	
Nationwide	AAK	LIPEX® Shea 	Butyrospermum Parkii (Shea) Butter Climate-compensated, optimized pure shea butter with a superior crystallization profile and high oxidative stability. #ProblemSolver #OxidativeStability 	
		Sucragel® XL	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. #ColdProcess 	
	Alchemy Ingredients	Vitamin C Derivatives	3-O-Ethyl Ascorbic Acid Ascorbyl Glucoside Magnesium Ascorbyl Phosphate Sodium Ascorbyl Phosphate Ascorbyl Tetraisopalmitate Vitamin C is one of the most widely used antioxidants to protect the skin. Available in a number of different forms, this active increases collagen production, reduces fine lines, and decreases wrinkle progression for improved skin complexion and radiance.	
		GfN Selco	Hyaluronic Acid Na-Salt Triple 1.5% solution	Water, Sodium Hyaluronate Combination of three Hyaluronic Acids with different molecular weights for intensive moisture, improved skin texture, and normalized sebum production. #MultiTasker 
			Peptidox® P	Acetyl Hexapeptide-8 Amino peptide developed to safely reduce wrinkles (volume, area, ratio), as a milder alternative to botulinum toxin. Improves skin elasticity by building up collagen, further reducing wrinkle progression. #Peptides

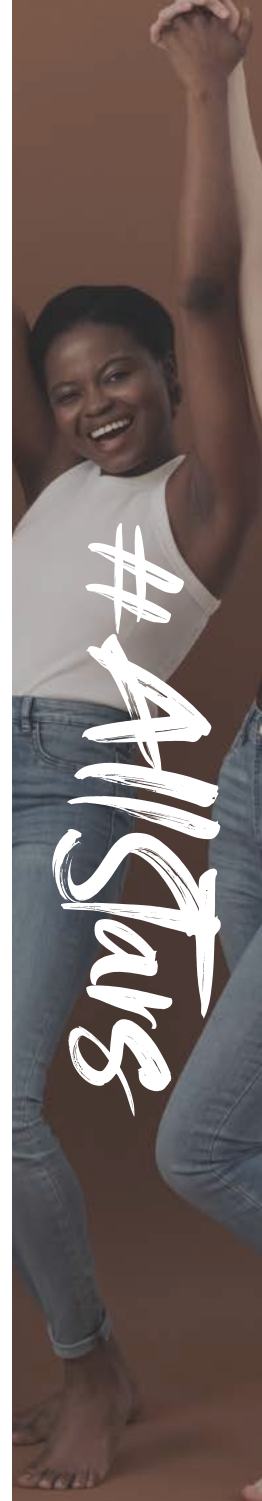
Supplier	Product	INCI	Description	
Nationwide	Green Line	GLE Organic Glycerin	Glycerin Produced from Karanja seeds without compromising necessary food supplies as it is a non-edible ingredient, Organic Glycerin is well known for its moisturizing, humectant, and emollient properties. 	
		GreenWax™ GSC 	Glyceryl Stearate Citrate Powerful and robust natural emulsifier that gives reliable and stable emulsions under many conditions. Compatible with a wide range of ingredients including surfactants. #PEGFreeVegan 	
	West	Quimivita	Omyadent® 100	Hydroxyapatite, Calcium Carbonate Source of calcium and phosphate, ensuring high reactivity and efficient remineralization of the enamel. Repairs microscopic defects resulting in a smoother and whiter tooth surface. #Remineralization 
			Vita Mela Stop® 	Tranexamic Acid Highly water soluble whitening active, with a well documented safety profile, that prevents and reduces pigmentation in addition to significantly accelerating barrier recovery.



Supplier	Product	INCI	Description
West Gattefossé	Acticire® MB	Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Acacia Decurrens Flower Wax, Polyglycerin-3	Natural active texturizing agent that brings thickening, richness, and luxury to formulations. Acts as both an emollient and an active to soften, repair, protect, and moisturize dry skin. Has the unique ability to enable the inclusion of water or water soluble actives into anhydrous formulations. #MultiTasker
	Emulium® Delta MB	Cetyl Alcohol, Glyceryl Stearate, PEG-75 Stearate, Ceteth-20, Steareth-20	An OW sensory emulsifier that is characterized by its extremely soft and velvet skin feel, and rich, luxurious textures. Easy to use, extremely flexible, robust emulsifier effective over a wide pH range and compatible with almost all cosmetic ingredients.
	Mineral Matters™	Water, Olivine Extract Water, Malachite Extract Rhodochrosite Extract Hematite Extract Smithsonite Extract	Innovative active ingredients sourced from semi-precious stones, available as 5 unique liquid extracts that offer a range of biological activities from cell protecting effects to anti-aging and energizing benefits. #NaturalColor



Supplier	Product	INCI	Description
West Nouryon	Amphomer®	Octylacrylamide/Acrylates/ Butylaminoethyl Methacrylate Copolymer	Exceptionally hard holding acrylic polymer with market-leading stiffness and unprecedented high humidity curl retention and thermal protection properties. High hydrocarbon propellant tolerance ideal for aerosol systems.
	Dry-Flo® PC	Aluminum Starch Octenylsuccinate	Unique, hydrophobically modified natural polymer supplied as free flowing white powder. Displays a unique combination of properties that makes it well suited for use in a wide variety of personal care products.
	Structure® XL	Hydroxypropyl Starch Phosphate	Naturally derived, biodegradable starch-based rheology modifier that provides excellent stabilization and aesthetic enhancement in emulsion and rinse off products. #ColdProcess
	Tapioca Pure	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.



Our experienced technical team, well versed in all forms of cosmetic products, has a unique specialization in natural ingredients and formulations. With Personal Care Application Labs on each coast, we are in a unique position to partner with both our suppliers and customers in creating inspirational prototypes, facilitating co-development projects, testing new technologies and supporting all aspects of product development. Let Omya support your next project with our specialty ingredients and technical solutions.

Our technical capabilities are focused on:



FORMULATION SUPPORT



APPLICATION &
ANALYTICAL LABS



CUSTOM PRODUCT
DEVELOPMENT



GREEN CHEMISTRY EXPERTISE



PROTOTYPES



Treatment Body Lotion Brighten & Smooth

Blurring Contour Tinted Serum

Vitality Anti-Aging Tooth & Gum Serum

ButterScreen SPF 30 Sunscreen

GellyBalm SPF 30 Sunscreen

Construct Hair Styling Putty

#GetInspired

Treatment Body Lotion Brighten & Smooth

SH-02-39-03A

Daily body treatment lotion designed to support barrier repair; infused with actives to hydrate, smooth and visibly brighten all skin types.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A	DI-Water	Water (Aqua)	---	qs
	GreenGard™ PA	Phytic Acid	Green Line, LLC.	0.05
	Original Extract™ Lemon Bio	Citrus Limon (Lemon) Fruit Water	Gattefossé	5.00
	Vita Cell Renova®	Mandelic Acid, Succinic Acid, Tartaric Acid	QUIMIVITA PRODUCTS SL	5.00
	Sodium Hydroxide 50%	Sodium Hydroxide, Water	---	qs
B	GLE Organic Glycerin	Glycerin	Green Line, LLC.	3.00
	Sclerothix®	Xanthan Gum, Sclerotium Gum, Algin	Alchemy Ingredients	1.50
C1	Sucragel® XL	Glycerin, Caprylic/Capric Triglyceride, Water, Sucrose Laurate, Sucrose Stearate	Alchemy Ingredients	5.00
C2	LIPEX® Bassol C™	Brassica Campestris Seed Oil	AAK	7.00
	LIPEX® Shea	Butyrospermum Parkii (Shea) Butter	AAK	3.00
	Geleol™ MB	Glyceryl Stearate	Gattefossé	1.00
	KahlWax 6672 Mimosa	Acacia Decurrens Flower Wax	KAHL	1.00
	GreenSens™ IL MB	Isoamyl Laurate	Green Line, LLC.	2.00
	Evicare® toco mix	Tocopherol, Helianthus Annuus Seed Oil	Evident Ingredients	0.25
D	GreenGard™ LA	Arginine Levuline, Arginine Ansiate	Green Line, LLC.	2.00
	Vegetatum® Canoline	Canola Oil, Zea Mays (Corn) Starch, Silica	Pacific Blends	5.00
	Natural Grapefruit & Salt Fragrance	Fragrance	Orchidia Fragrances	0.75

100.00

Blurring Contour Tinted Serum

SH-02-29-05

Lightweight, flexible coverage tint that leaves skin looking blurred and smoothed with a long-lasting protective effect.

	Ingredients	INCI Nomenclature	Suppliers	% w / w
A	Evicare® solve	Triheptanoin	Evident Ingredients	4.00
	LIPEX® Bassol C™	Brassica Campestris Seed Oil	AAK	6.00
	Magnesium Stearate	Magnesium Stearate	---	2.00
B	Titanium Dioxide 4P0748	Titanium Dioxide	DyStar®	10.00
	Pur Oxy Black BC 4P3068	CI 77499	DyStar®	0.20
	Pur Oxy Yellow BC 4P3170	CI 77492	DyStar®	2.00
	Pur Oxy Red BC 4P3511	CI 77491	DyStar®	0.50
	LIPEX® SheaSolve™	Shea Butter Ethyl Esters	AAK	10.00
	Emulium® Illustro	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6	Gattefossé	0.50
C	Emulium® Illustro	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6	Gattefossé	3.00
	Acticire® MB	Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Acacia Decurrens Flower Wax, Polyglycerin-3	Gattefossé	2.00
	KahlWax 6684 Jasmine	Jasminum Grandiflorum (Jasmine) Flower Wax	KAHL	2.00
D	LIPEX® 109 S™	Gossypium Herbaceum (Cotton) Seed Oil	AAK	2.00
	DI-Water	Water (Aqua)	---	qs
D	Propanediol	Propanediol	---	3.00
	Sodium Chloride	Sodium Chloride	---	1.00
	Magnesium Sulfate	Magnesium Sulfate	---	1.00
	Evicide® PEHG	Phenoxyethanol, Ethylhexylglycerin	Evident Ingredients	0.70
	Vita Silky Fluid®	Tetradecane, Dodecane, Diethyl Succinate	QUIMIVITA PRODUCTS SL	2.00
E	Solastemis™	Fructose, Glycerin, Water, Sechium Edule Fruit Extract	Gattefossé	1.00
	Omyaskin® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya, Inc.	3.00

100.00

#TheCleanUp #MultiTasker

#TheCleanUp #MultiTasker

Vitality Anti-Aging Tooth & Gum Serum

SH-02-24-05

Reclaim the things you love by incorporating this oral health serum into your daily beauty routine. Formulated with Omyadent® 200 to soothe sensitive teeth* and a blend of nourishing oils to rejuvenate your gums.

Ingredients	INCI Nomenclature	Suppliers	% w / w
A1 DI-Water Propanediol	Water (Aqua) Propanediol	---	qs 20.00
A2 GLE Organic Glycerin Evicare® aquatex 80	Glycerin Xanthan Gum	Green Line, LLC. Evident Ingredients	5.00 0.50
B Labrafac® CC MB Vita HempSeed Oil Ref® Natalipid® Meadowfoam	Caprylic/Capric Triglyceride Cannabis Sativa Seed Oil Limnanthes Alba Seed Oil	Gattefossé QUIMIVITA PRODUCTS SL Nature's Crops International	3.00 2.00 3.00
Emulpharma® AGC MB	Glyceryl Stearate, Cetearyl Alcohol, Stearic Acid, Sodium Lauroyl Glutamate	Sharon Laboratories Ltd.	5.00
Evicare® toco mix	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.20
C Omyadent® 200 Ammonium Glycyrrhizinate Stevia RA 98% Flavor	Calcium Carbonate, Hydroxyapatite Ammonium Glycyrrhizinate Stevia Rebaudiana Leaf Extract ---	Omya, Inc. GfN & Selco Cellmark ---	5.00 0.50 qs qs

100.00

Omyadent® 200-OG is not an FDA monographed active ingredient for tooth desensitization.

ButterScreen SPF 30 Sunscreen

SH-02-14-16

A creamy sunscreen butter, with broad spectrum SPF protection and a natural weightless finish, that shields the skin from photoaging.

Ingredients	INCI Nomenclature	Suppliers	% w / w
A1 DI-Water GreenGard™ PA12 Sucrathix VX	Water (Aqua) Sodium Phytate Microcrystalline Cellulose, Cellulose Gum, Xanthan Gum	---	qs 0.10 2.00
A2 Propanediol GLE Organic Glycerin BergaSoft DG 50	Propanediol Glycerin Decyl Glucoside	---	2.00 2.00 1.00
B1 Dispersun DSP-OL100	Polyhydroxystearic Acid	Innospec Performance Chemicals	0.60
Lipex® SheaSolve™ Labrafac® CC MB	Shea Butter Ethyl Esters Caprylic/Capric Triglyceride	AAK Gattefossé	3.25 10.00
B2 Zano® 20 Plus	Zinc Oxide, Triethoxycaprylylsilane	EverCare	20.00
C Natalipid® Abyssinian Oil	Crambe Abyssinica Seed Oil	Nature's Crops International	2.00
Lipex® SheaSoft TR™ Emulium® Dermolea MB	Butyrospermum Parkii (Shea) Butter Polyglyceryl-6 Distearate, Candelilla/Jojoba/Rice Bran Polyglyceryl-3 Esters	AAK Gattefossé	5.00 4.00
Evicide® PEHG Evicare® toco mix	Phenoxyethanol, Ethylhexylglycerin Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients Evident Ingredients	1.00 0.50
D Solastemis™	Fructose, Glycerin, Water, Sechium Edule Fruit Extract	Gattefossé	2.00
E Citric Acid 50%	Citric Acid, Water	---	qs

100.00

#TheCleanUP #AllStars

#MultiTasker #SunSeeker

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	INCI Nomenclature	Suppliers	% w / w
A Sucragel® XL	Glycerin, Caprylic/Capric Triglyceride, Water, Sucrose Laurate, Sucrose Stearate	Alchemy Ingredients	20.00
B LIPEX® SheaSolve™ Xperse® 501	Shea Butter Ethyl Esters Zinc Oxide, Caprylic/Capric Triglyceride, Polyhydroxystearic Acid, Glyceryl Isostearate	AAK EverCare	43.40 30.00
LIPEX® SheaLiquid TR™ Evicare® toco mix Gatuline® In-Tense MB Soleil Dream Fragrance ORC2102741	Butyrospermum Parkii (Shea) Butter Tocopherol, Helianthus Annuus (Sunflower) Seed Oil Caprylic/Capric Triglyceride, Acemella Oleracea Extract Fragrance	AAK Evident Ingredients Gattefossé Orchidia Fragrances	4.00 0.20 2.00 0.40
			100.00

Construct Hair Styling Putty

SH-02-42-03

Provides firm hold, frizz control, natural texture, and pliability to re-model hair throughout the day while maintaining moisture.

Ingredients	INCI Nomenclature	Suppliers	% w / w
A1 DI-Water Sodium Hydroxide 25% AMPHOMER® polymer	Water (Aqua) Sodium Hydroxide, Water Octylacrylamide/Acrylates/ Butylaminoethyl Methacrylate Copolymer	--- --- Nouyron	qs 7.47 2.00
A2 GLE Organic Glycerin Propanediol Cosmedia SP	Glycerin Propanediol Sodium Polyacrylate	Green Line, LLC. --- BASF	5.00 3.50 0.40
B Labrafac CC® MB SolAmaze™ Natural polymer	Caprylic/Capric Triglyceride Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Caprylic/Capric Triglyceride	Gattefossé Nouryon	5.00 3.00
GreenSens™ IL MB LIPEX® IllipeSoft™ KahlWax 6279L Myrica Kahlcol 8670 Palmitic Acid 98% Stearic Acid Fragrance Organic Radigard™ CO-R	Isoamyl Laurate Shorea Stenoptera Seed Butter Myrica Pubescens Fruit Wax Cetearyl Alcohol Palmitic Acid Stearic Acid Fragrance Canola Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Green Line, LLC. AAK KAHL Kao --- --- --- Green Line, LLC.	1.00 1.00 3.00 2.00 8.00 5.00 qs 0.30
C Structure® XL	Hydroxypropyl Starch Phosphate	Nouryon	0.50
D Evicide® PEHG	Phenoxyethanol, Ethylhexylglycerin	Evident Ingredients	1.00
			100.00

#TheCleanUp #SunSeeker

#HeadGames #AllStars

Omya Specialty Materials Inc.

West Coast Office
5150 E. Pacific Coast Hwy., Suite 600
Long Beach, CA 90804
877-457-7266

East Coast Office
8 Crown Plaza, Suite 103
Hazlet, NJ 07730
732-335-5775

PersonalCareUS@omya.com
www.omyapersonalcare.us



Omya has taken every possible care to ensure that the information herein is correct in all aspects. However, Omya cannot be held responsible for any errors or omissions which may be found herein, nor will it accept responsibility for any use which may be of the information, the same having been given in good faith, but without legal responsibility. This information does not give rise to any warranties of any kind, expressed or implied, including fitness for purpose and non-infringement of intellectual property. The technical information presented comprises typical data and should not be taken as representing a specification. Omya reserves the right to change any of the data without notice.



**THIS PAPER CONTAINS
OMYA PIGMENTS**