



# 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 Kinetik 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 Kinetik be your partner in personal care.

Omya Kinetik commitments:

 CUSTOMER CARE

 INNOVATION

 SUSTAINABILITY



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 = COSMOS Approved  = COSMOS Compliant

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



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	Alchemy Ingredients	<b>Sclerothix®</b> <small>NEW</small>	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. <a href="#">#CarbomerAlternative</a>
		<b>Microsol Natural</b> <small>NEW</small>	Caprylyl/Capryl Glucoside, Polyglyceryl-10 Laurate, Water, Disodium Cocoyl Glutamate, Sodium Cocoyl Glutamate High performance, vegetable based solubilizer that creates crystal clear dispersions of essential oils and fragrances in water based systems. <a href="#">#PEGFreeVegan</a>
	Evident Ingredients	<b>Evicare® aquatex series</b>	Xanthan Gum Natural thickening agent that produces clear colorless systems and hydrates quickly without pre-dispersing. Delivers low stringiness and a soft feel to formulations. <a href="#">#VeganXanthanGum</a>
		<b>GreenLine™ PEA bio</b>	Phenethyl Alcohol Multifunctional, natural aromatic additive with effective pH independent antimicrobial activity, ideal for water based formulations. <a href="#">#PhenoxyethanolAlternative</a>
	KahlWax	<b>KahlWax 2227 Megaveggie</b> <small>NEW</small>	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. <a href="#">#BeeswaxAlternative</a>
<b>KahlJelly 7037 Berry</b>		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 lip and skin formulations with a super soft, silky feel and improves pay-off. <a href="#">#PetrolatumAlternative</a>	






Supplier	Product	INCI	Description
Nationwide	KahlWax	<b>KahlComplex 6422 Veggiesoft</b>	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 Natural blend of waxes, oils and fatty alcohols with similar water absorption to sheep's lanolin with a minimum of 200%. Ideal for anhydrous systems or emulsions with a creamy soft texture and positive effect on skin elasticity. <a href="#">#LanolinAlternative</a>
		<b>Natural Gardenia Powder Extracts</b>	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 antioxidant. Available in red, blue, and yellow, these extracts add vibrant color to water based formulations. <a href="#">#NaturalColor</a>
	Omya	<b>Omyadent® 100-OG</b>	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. <a href="#">#FluorideAlternative</a>
		<b>Vita Silky Fluid®</b> <small>NEW</small>	Tetradecane, Dodecane, Diethyl Succinate Natural, high purity biodegradable emollient with an outstanding sensory profile for silky smooth skin and hair. <a href="#">#SiliconeAlternative</a>
Quimivita	<b>Vita Soft Peel®</b> <small>NEW</small>	Succinic Acid Renewable bio-fermented AHA uniquely suited for sensitive skin that stands out for its anti-aging, anti-acne, and anti-cellulite qualities. <a href="#">#SalicylicAcidAlternative</a>	
	West	Gattefossé	<b>Gatuline® Expression AF</b>





Supplier	Product	INCI	Description
West	Gattefossé	<b>Emulium® Dermolea MB</b> <small>NEW</small>	Polyglyceryl-4 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. <a href="#">#PEGFreeVegan</a>
		<b>EleVastin™</b>	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. <a href="#">#LiquidFaceLiftAlternative</a>
West / Midwest	Nouryon	<b>Purity™ 21C Pure</b>	Corn Starch Unmodified corn starch aesthetic enhancer and effective oil absorber with a clean microbiological profile. <a href="#">#TalcAlternative</a>
		<b>Zano® D</b> <small>NEW</small>	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. <a href="#">#NaturalDeodorant</a>
East	Berg + Schmidt	<b>BergaCare SmartLipids Bakuchiol</b> <small>NEW</small>	Water, Cetyl Palmitate, Bakuchiol, Pentylene Glycol, Glyceryl Behenate, Caprylic/Capric Triglyceride, Sodium Stearoyl Glutamate Lipid-based active delivery system that offers time release and better skin tolerability containing bakuchiol, a functional analogue of anti-aging active retinol. <a href="#">#RetinolAlternative</a>
		<b>BergaCare FG Olive</b>	Hydrogenated Ethylhexyl Oliviate, Hydrogenated Olive Oil Unsaponifiables Olive based, synergistic blend containing ester oils and unsaponifiables with "silicone-like" properties. <a href="#">#SiliconeAlternative</a>



Consumers are becoming more knowledgeable about the things they purchase as they seek added transparency and traceability. Eco-friendly claims have increased 204% in body care and more than 160% in facial skin care in the last 4 years<sup>(1)</sup>. The beauty industry has responded by reducing its environmental impact, taking on zero waste, upcycling, waterless, and cold process initiatives. We have embraced the fact that sustainability has become an integral – and necessary – part of business.

<sup>(1)</sup> Mintel

Supplier	Product	INCI	Description
Nationwide	Alchemy Ingredients	<b>Sapogel® Q</b>	Glycerin, Water, Quillaja Saponaria Wood Extract, Saponaria Officinalis (Soapwort) Leaf/Root Extract Saponin-based, natural oil gellant that creates rich, stable and virtually transparent or semi-transparent gels with balm-like textures. <a href="#">#ColdProcess</a> 
	Evident Ingredients	<b>Evicare® wintergreen</b>	Salicylic Acid Sustainably sourced from the wintergreen shrub as a by-product of the fragrance industry, this antimicrobial active is well known for its specific functions including anti-dandruff agent, anti-acne properties, and keratinolytic affect. <a href="#">#Upcycled</a> 
		<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. <a href="#">#EDTAalternative</a> <a href="#">#Biodegradable</a> 
	Green Line	<b>Imbue™ TEC MB</b>	Water, Triethyl Citrate, 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 to create textures ranging from sprayable systems to cream textures with few additional ingredients. <a href="#">#ColdProcess</a> 
		<b>Inflamox™ Plus</b>	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 antioxidant and anti-inflammatory properties for anti-aging and skin soothing preparations. <a href="#">#Waterless</a> 

Supplier	Product	INCI	Description
Nationwide	KahlWax	<b>KahlResin 5720 Araucaria Resin + Sunflower Seed Oil</b>	Glyceryl Rosinate, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol Natural film former sourced as a byproduct from the paper, lumber, and building industries that enhances gloss and transfer resistance in formulations with a discreet taste ideal for lip products. <a href="#">#Upcycled</a>
		<b>KahlWax 6672 Mimosa</b> 	Acacia Decurrens Flower 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. <a href="#">#Upcycled</a> 
		<b>KahlWax 6684 Jasmine</b>	Jasminum Grandiflorum (Jasmine) Flower Wax
		<b>KahlWax 6614 Tea</b>	Camellia Sinensis (Tea) Leaf Wax
		<b>KahlWax 6692 Rose</b>	Rosa Damascena (Rose) Flower Wax
		<b>KahlWax 6607 WOA Sunflower</b>	Helianthus Annuus (Sunflower) Seed Wax
		<b>KahlWax 6698 Orange</b>	Citrus Aurantium Dulcis Peel Wax, Rhus Verniciflua Peel Wax
Quimivita	<b>Exfobreeze®</b> 	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. <a href="#">#Upcycled</a> <a href="#">#CarbonNegative</a> 	






# #WasteLess



Supplier	Product	INCI	Description	
West	Gattefossé	<b>Original Extracts™</b>	<p>Pyrus Malus (Apple) Fruit Water</p> <p>Citrus Grandis (Grapefruit) Fruit Water</p> <p>Actinidia Chinensis (Kiwi) Fruit Water</p> <p>Vitis Vinifera (Grape) Fruit Water</p> <p>Citrus Limon (Lemon) Fruit Water</p> <p>Citrus Aurantium Dulcis (Orange) Fruit Water</p>	<p>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. <a href="#">#Upcycled</a> <a href="#">#WaterLess</a></p>
		<b>Gatuline® In-Tense MB</b>	Caprylic/Capric Triglyceride, Acmelea Oleracea Extract	<p>Concentrated oily extract that acts deeply in the skin to reorganize the dermis structure for a firming and tightening effect. Visibly reduces wrinkles and sagging from the very first day of use. <a href="#">#WaterLess</a></p>
Nouryon	Nouryon	<b>Amaze™ Nordic Barley</b>	Hordeum Vulgare Seed Flour	<p>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. <a href="#">#Upcycled</a></p>
		<b>Structure® XL</b>	Hydroxypropyl Starch Phosphate	<p>Naturally derived, biodegradable starch-based rheology modifier that provides excellent stabilization and aesthetic enhancement in emulsion and rinse off products. <a href="#">#ColdProcess</a></p>
East	Berg + Schmidt	<b>BergaMuls ET 1</b>	Beta-Glucan, Pectin	<p>Natural and renewable emulsifying, thickening and moisturizing system based on fruit and cereal by-products from the food industry. Compatible with all oil polarities across a broad pH range with good electrolyte resistance. <a href="#">#Upcycled</a> <a href="#">#ColdProcess</a></p>



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.

# #MultiTasker

Supplier	Product	INCI	Description
Nationwide	Alchemy Ingredients	<b>Instathix®</b> <small>NEW</small>	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. 
		<b>Micromulse® LB</b> <small>NEW</small>	Glycerin, Polyglyceryl-10 Laurate, Water, Saponaria Officinalis Leaf/Root Extract Saponin based liquid blend that can make transparent, liquid micellar oils that turn to milk on contact with water. <a href="#">#MiracleOil</a> 
	Evident Ingredients	<b>Evicare® emulgiza light</b> <small>NEW</small>	Glyceryl Stearate Citrate, Cetearyl Alcohol, Glyceryl Laurate Versatile, high performance O/W emulsifier blend for a broad range of applications and viscosities. Creates light textures with improved skin feel and boosts antimicrobial performance. <a href="#">#PEGFreeVegan</a> 
		<b>Evicide® GML</b>	Glyceryl Laurate Vegetable based natural preservative well known for its antimicrobial effect but also acts as a skin conditioning agent, co-emulsifier, and surfactant thickener. <a href="#">#SulfateFreeThickener</a> 
	Green Line	<b>GreenSens™ IL MB</b>	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. <a href="#">#SiliconeAlternative</a> 
Omya	<b>Cosmospheres®</b>	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. Available in COSMOS certified options.	

Supplier	Product	INCI	Description
Nationwide	Quimivita	<b>Vita Cell Renova®</b> <small>NEW</small>	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. <a href="#">#AHA</a>
		<b>Emulium® Dolcea MB</b>	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. <a href="#">#PEGFreeVegan</a> 
West	Gattefossé	<b>Gatuline® Radiance</b>	Propanediol, Evodia Rutaecarpa Fruit Extract Extracted from the fruit of the Wu-Zhu plant, well known in Traditional Chinese Medicine, this active enhances microcirculation, bringing blood flow to the surface layers of the skin and scalp to help fight against hair loss.
		<b>Gatuline® Link n Lift</b>	Fructose, Glycerin, Water, Aesculus Hippocastanum (Horse Chestnut) Extract Pro-aging active that acts deeply in the dermis to restructure and smooth the skin. Firms the eye contour, significantly reducing crow's feet, tear trough, and undereye wrinkles. <a href="#">#EyeContour</a> 
	Nouryon	<b>FLEXAN® II Polymer</b>	Sodium Polystyrene Sulfonate Multifunctional anionic polymer that forms clear, flexible films that contract upon drying to protect hair from heat damage and revitalize curls. Also tightens the skin, instantly reducing the appearance of fine lines and wrinkles. <a href="#">#InstantTightening</a>













Well-being is very much at the forefront of hair care with consumers mindfully looking to improve the health of their coveted locks. With a continued push for scalp multitaskers and the emergence of bond repair treatment, a more holistic approach is being embraced.

Cleaner diets, targeted supplements, and gentler styling routines using natural ingredients provide long term solutions to hair health.

*#HeadGames*

Supplier	Product	INCI	Description
Nationwide	Alchemy Ingredients	<b>Micromulse® Foam</b> <small>NEW</small>	Sodium Cocoyl Amino Acids, Water, Coco Caprylate/Caprata, 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. <a href="#">#SulfateFree</a> 
		<b>GreenWax™ CC MB</b>	Polyglyceryl-3 Stearate, Cetearyl Alcohol, PCA Glyceryl Oleate, Glyceryl Caprylate Self emulsifying conditioning concentrate with anti-static and re-fattening properties, that improves wet combing and reduces flyaways. <a href="#">#PEGFreeVegan</a> <a href="#">#QuatAlternative</a> 
	Green Line	<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. <a href="#">#TocopherolAlternative</a> 
		<b>Biotin USP 24</b>	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. <a href="#">#HairStrength</a>
	GfN Selco	<b>KahJelly 7038 Coco</b>	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. <a href="#">#MultiTasker</a> 
	KahWax	<b>Natralipid® Abyssinian</b>	Crambe Abyssinica (Abyssinian) Seed Oil Highly stable, expeller pressed seed oil emollient that absorbs quickly into skin with a smooth and soft afterfeel. Improves hair radiance, strength, and combability. 

Supplier	Product	INCI	Description
Nationwide	Quimivita	<b>Vita Catiogel®</b> <small>NEW</small>	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. <a href="#">#NaturalThickener</a> 
		<b>Vita Hya-hair Repair®</b> <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. <a href="#">#HairRepair</a> <a href="#">#ScalpHealth</a>
	West	<b>Definicire®</b>	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. <a href="#">#HairRepair</a> <a href="#">#SiliconeAlternative</a> <a href="#">#QuatAlternative</a> 
		<b>Original Extract™ Rice</b>	Oryza Sativa (Rice) Bran Water Retaining trace elements from the fresh plant, this living water brings antioxidant and nourishing properties to hair and skin. <a href="#">#RiceWater</a> 
	Gattefossé	<b>Transcutol®</b>	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. <a href="#">#BondRepair</a> <a href="#">#LongLastingColor</a>
	West	<b>Gatuline® Age Defense NP</b>	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. <a href="#">#Upcycled</a>

# #HeadGames


Supplier	Product	INCI	Description
West Nouryon	<b>Amaze® SP</b>	Sodium Polyitaconate	Natural anionic polymer with exceptional sensory and performance properties, providing humidity resistant style retention, volume, thermal protection, and anti-frizz benefits. <a href="#">#NaturalStyling</a>
	<b>DynamX®</b>	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.
	<b>Biostyle® CGP</b> <b>Biostyle® XH</b>	Maltodextrin/VP Copolymer	Naturally derived hair fixative polymer with exceptional clarity, designed especially for use in volumizing and styling products.
East Berg + Schmidt	<b>BergaCare FG M12</b>	Coco Caprylate/Caprates, Dodecane, Citrullus Lanatus Seed Oil	Fast absorbing plant based blend including Kalahari Melon Seed Oil, rich in essential and unsaturated fatty acids. Specially designed to exhibit spreadability similar to cyclomethicone with a balanced after-feel. <a href="#">#SiliconeAlternative</a>



In the US, nearly 45% of Gen Z users are concerned that using sunscreen could be harmful to the environment<sup>(2)</sup>. 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.

<sup>(2)</sup> Mintel

# #SunSeeker

Supplier	Product	INCI	Description
Nationwide	Evident Ingredients	<b>Evicare® solve</b>	Triheptanoin Natural, fast spreading, high polarity emollient that acts as a powerful solvent for lipophilic actives and an effective dispersant for pigments and mineral UV filters. <a href="#">#PalmFree</a>
	Green Line	<b>Vivify™ Plus</b> <small>NEW</small>	Propanediol, Myrothamnus Flabellifolia Leaf/Stem Extract, Alcohol, Aloe Ferox Leaf Extract Sustainably sourced botanical blend with demonstrated anti-oxidant and anti-pollution benefits to protect and soothe the skin. 
	Quimivita	<b>Bonderm 10 Olive®</b> <small>NEW</small>	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. <a href="#">#LiquidCrystals</a> <a href="#">#PEGFreeVegan</a>
		<b>Vita Aox Skin<sup>nat</sup>®</b> <small>NEW</small>	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. <a href="#">#UVBooster</a>
		<b>Emulium® Illustro</b>	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyrinoleate, 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. <a href="#">#PEGFreeVegan</a> <a href="#">#ColdProcess</a>
West	Gattefossé	<b>Solastemis™</b>	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. <a href="#">#ZeroWaste</a> <a href="#">#PhotoAgingCorrector</a>

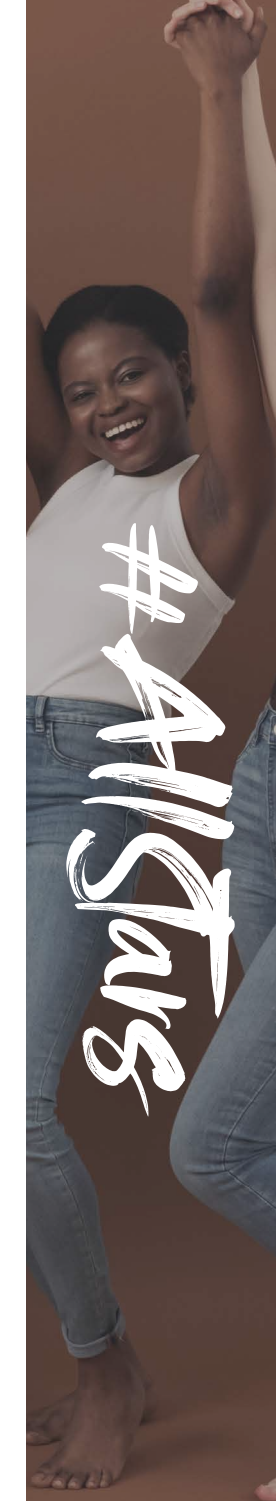
Supplier	Product	INCI	Description
West	Nouryon	<b>SolAmaze® Natural</b>	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Caprylic/Capric Triglyceride 100% bio-based, biodegradable, film-forming polymer that offers superior water resistance and pleasing aesthetics in SPF sunscreens and color cosmetics. <a href="#">#Biodegradable</a>
	West / Midwest	<b>Zano®</b>	Zinc Oxide
<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. <a href="#">#Transparency</a>
EverCare		<b>Xperse® Dispersions</b>	Various Ready to use dispersions in a variety of carriers, based on Zano® (Plus) only, or in combination with TiO <sub>2</sub> . Available in COSMOS certified options.
<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. <a href="#">#UVBooster</a>
East	Berg + Schmidt	<b>BergaCare SmartLipids Ceramide Light</b> <small>NEW</small>	Water, Caprylic/Capric Triglyceride, Pentylene Glycol, Ceramide NP, Sodium Stearoyl Glutamate, Phytosterols, Ceramide AP, Stearic Acid, Oleic Acid, Palmitic Acid, Caprylyl Glycol, Propanediol, Glyceryl Caprylate High concentration of valuable skin identical ceramides, in an advanced delivery system to restore the natural skin barrier and shield against aggressors to protect the skin from premature aging.










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
Alchemy Ingredients	<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. <a href="#">#ColdProcess</a> 
	<b>Evicare® heat</b> 	Vanillyl Butyl Ether	Sourced from vanillin, this sensorial active enhances microcirculation and acts as a warming agent with a long lasting effect for skin, scalp, and lip products. <a href="#">#Warming</a>
Evident Ingredients	<b>Evicare® GSC</b>	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. <a href="#">#PEGFreeVegan</a> 
	<b>Evicare® toko sun</b>	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Natural mixed tocopherol, single sourced from non-GMO Sunflower Seed Oil, containing more than 90% biocompatible alpha-tocopherol that offers powerful skin protection. 
GfN Selco	<b>Vitamin C Derivatives</b>	3-O-Ethyl Ascorbic Acid Ascorbyl Glucoside Magnesium Ascorbyl Phosphate Sodium Ascorbyl Phosphate Ascorbyl Isostearate	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, reducing fine lines and decreasing wrinkle progression as well as improving skin complexion and radiance.
	<b>Hyaluronic Acid Solution Triple 1.5%</b>	Water, Sodium Hyaluronate	Combination of three Hyaluronic Acids with different molecular weights for intensive moisture, improved skin texture, and normalized sebum production. <a href="#">#MultiTasker</a> 

Supplier	Product	INCI	Description
Nationwide	Green Line	<b>GLE Organic Glycerin</b>	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. 
		<b>Acticire® MB</b>	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. <a href="#">#MultiTasker</a> 
West	Gattefossé	<b>Mineral Matters™</b>	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. <a href="#">#NaturalColor</a>
		<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.
	Nouryon		

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 Kinetik 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



Magic MultiTasker Facial Toner

Perfectly Polished Hair Oil

Day Drops SPF 30 Fluid Sunscreen

Unveil SPF 30 Color Corrector

Silky C Concentrate

Bright Bites Toothpaste Tablets

*#GetInspired*

## Magic MultiTasker Facial Toner

SH-02-31-04

Leave-on gentle liquid exfoliant to purify pores, replenish moisture and boost microcirculation for smooth radiant looking skin.

Ingredients	INCI Nomenclature	Suppliers	% w / w	
<b>A1</b>	Original Extract™ Kiwi GreenGard™ PA Propanediol GLE Organic Glycerin Vita Cell Renova® NaOH 50% Solution	Actinidia Chinensis (Kiwi) Fruit Water Phytic Acid, Water Propanediol Glycerin Mandelic Acid, Succinic Acid, Tartaric Acid Sodium Hydroxide, Water	Gattefossé Green Line, LLC --- Green Line, LLC QUMIVITA PRODUCTS SL ---	qs 0.10 5.00 3.00 5.00 3.50
<b>A2</b>	Sclerothix®	Xanthan Gum, Sclerotium Gum, Algin	Alchemy Ingredients	0.50
<b>B</b>	Gatuline® Link n Lift  Hyaluronic Acid Solution Triple 1.5% Evidice® levulinate S	Fructose, Glycerin, Water, Aesculus Hippocastanum (Horse Chestnut) Extract Water, Sodium Hyaluronate Water, Sodium Levulinate, Potassium Sorbate	Gattefossé GfN & Selco Evident Ingredients	2.00 1.00 2.00
<b>C</b>	RESASSOL® APOSTROPHIE MB Fragrance	Caprylyl/Capryl Glucoside, Water, Polyglyceryl-3 Cocoate, Polyglyceryl-10 Laurate, Citric Acid Fragrance	Sharon Laboratories Ltd. ---	1.00 0.30
			<b>100.00</b>	

## Perfectly Polished Hair Oil

SH-02-17-03

A luxurious nutrient rich oil that softens hair and keeps frizz under control with a high shine finish.

Ingredients	INCI Nomenclature	Suppliers	% w / w	
<b>A</b>	Labrafac® CC MB Evicare® solve GreenSens™ IL MB Natalipid® Abyssinian  KahlResin 5720 MB Araucaria + Sunflower Oil BergaCare FG M12 Organic Radigard™ CO-R	Caprylic/Capric Triglyceride Triheptanoin Isoamyl Laurate Crambe Abyssinica Seed Oil  Glyceryl Rosinate, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol Coco Caprylate/ Caprate, Dodecane, Citrullus Lanatus Seed Oil Canola Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Gattefossé Evident Ingredients Green Line, LLC Nature's Crops International KahlWax Berg + Schmidt Green Line, LLC	qs 5.00 7.00 5.00  5.00 5.00 0.50
			<b>100.00</b>	

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## Day Drops SPF 30 Fluid Sunscreen

SH-02-12-04

Broad spectrum weightless mineral sunscreen that instantly nourishes and plumps skin, while protecting it from the harmful effects of the sun.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> DI-Water	Water (Aqua)	---	qs
GreenGard™ PA12	Sodium Phytate	Green Line	0.10
Evicide® MP 8	Methylpropanediol, Caprylyl Glycol, Phenylpropanol	Evident Ingredients	3.00
Propanediol	Propanediol	---	4.00
Evicare® aquatex 80	Xanthan Gum	Evident Ingredients	0.50
<b>B</b> Zano® 20 Plus	Zinc Oxide, Triethoxycaprylylsilane	EverCare	20.00
Dispersun DSP-OL100	Polyhydroxystearic Acid	Innospec	0.60
Evicare® solve	Triheptanoin	Evident Ingredients	5.00
Labrafac® CC MB	Caprylic/Capric Triglyceride	Gattefossé	7.00
<b>C</b> Evicare® GB	Glyceryl Behenate	Evident Ingredients	1.00
Natralipid® Abyssinian	Crambe Abyssinica Seed Oil	Nature's Crops International	2.00
BergaCare FG Olive	Hydrogenated Ethylhexyl Olivatate, Hydrogenated Olive Oil Unsaponifiables	Berg + Schmidt	2.00
Evicare® GSC pof	Glyceryl Stearate Citrate	Evident Ingredients	3.00
GreenSol™ G10L	Polyglyceryl-10 Laurate	Green Line	1.00
Evicare® toco mix	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.50
<b>D</b> Assure+	Pongamia Pinnata Seed Extract	EverCare	0.25
Labrafac® CC MB	Caprylic/Capric Triglyceride	Gattefossé	3.00
<b>E</b> Hyaluronic Acid Solution Triple 1.5%	Water, Sodium Hyaluronate	GfN Selco	1.00

100.00

## Unveil SPF 30 Color Corrector

SH-01-58-08

Color correcting cream to mask imperfections, even skin tone and protect skin from UV damage.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> Evicare® solve	Triheptanoin	Evident Ingredients	4.00
Labrafac® CC MB	Caprylic/Capric Triglyceride	Gattefossé	4.00
Magnesium Stearate	Magnesium Stearate	---	2.00
<b>B</b> Zano® 20 Plus	Zinc Oxide, Triethoxycaprylylsilane	EverCare	20.00
Evicare® solve	Triheptanoin	Evident Ingredients	6.00
Labrafac® CC MB	Caprylic/Capric Triglyceride	Gattefossé	6.00
Dispersun DSP-OL 100	Polyhydroxystearic Acid	Innospec Performance Chemicals	0.60
<b>C</b> Emullium® Illustro	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6	Gattefossé	5.00
Natralipid® Abyssinian	Crambe Abyssinica Seed Oil	Nature's Crops International	4.00
<b>D</b> DI-Water	Water (Aqua)	---	qs
Evicare® aquatex 80	Xanthan Gum	Evident Ingredients	0.21
Propanediol	Propanediol	---	3.00
Evicide® PEHG	Phenoxyethanol, Ethylhexylglycerin	Evident Ingredients	1.00
Magnesium Sulfate	Magnesium Sulfate	---	2.00
<b>E</b> Featheleve PTM-7001D Fine Gold	Titanium Dioxide, Tin Oxide, Silica	CQV Co., Ltd.	1.50
Featheleve PT-7901K Real Pearl Green	Titanium Dioxide, Tin Oxide, Silica	CQV Co., Ltd.	3.00

100.00

#SunSeeker #MultiTasker #AllStars

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## Silky C Concentrate

SH-02-25-03

Powerful ultra-silky fluid with a satiny lightweight finish, to visibly brighten, firm and even out skin tone.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> Vita Silky Fluid®	Tetradecane, Dodecane, Diethyl Succinate	QUIMIVITA PRODUCTS SL	qs
Ascorbyl Isostearate	Ascorbyl Isostearate	GfN & Selco	5.00
Vita Hemp Seed Oil Refined®	Cannabis Sativa Seed Oil	QUIMIVITA PRODUCTS SL	5.00
Fragrance	Fragrance	---	qs
			<b>100.00</b>

## Bright Bites Toothpaste Tablets

Ultra-fast disintegrating tablets provide remineralization and stain removal in a waterless format.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> Omyacare® S 95-OG	Calcium Carbonate	Omya	10.00
Omyadent® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya	5.00
Plantapon® ACG 50	Disodium Cocoyl Glutamate	BASF	3.00
<b>B</b> Omyanutra® 300 Flash	Calcium Carbonate, Hydroxyapatite, Sodium Croscarmellose	Omya	30.00
Pearlitol	Mannitol	Roquette	26.68
Peppermint Oil	Mentha Piperita (Peppermint) Oil	---	2.00
Evicare® GB	Glyceryl Behenate	Evident Ingredients	15.00
Vivapur CS 130 FM	Microcrystalline Cellulose	JRS Rettenmaier	5.00
Bamboo Charcoal powder	Charcoal Powder	GfN & Selco	2.00
Stevia	Stevia	---	1.00
			<b>100.00</b>

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