

Latin America

# Be Inspired by Croda...



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local consumers!

2<sup>nd</sup> Edition

Innovation you can build on™

**CRODA**

# Megatrends and Market Drivers

The Beauty and Personal Care market in Latin America is the fourth largest in the world with revenue of more than USD 70 billion in 2013 and a growing rate of 13.6% when compared to 2012. The two largest markets in Latin America are Hair Care and Fragrances; however, markets such as Sun Care, Skin Care, and Male Products have shown significant growth in the region.

## Megatrends...

Some Global trends have also gained strength. Megatrends, as they are known, drive the market and inspire innovations.



Beauty and aging



Health and well-being



Sustainability

**Beauty and aging** solutions are not restricted to mature skin anymore. Always growing, this concept has become more and more popular among several age groups, also reaching new markets, such as hair care. The youngest look for products that promote cleanness, sun protection, hydration, and damage prevention while adults and those in the mature age mainly look for products that revert damages and enhance skin collagen; Convenience and Sensory have also gained strength with multifunctional products: BB creams (beauty balms) and CC creams (color corrector).

**In Health and well-being** the focus is prevention. The consumption of nutritional and functional foods, with omega and vitamins, is increasingly popular. Innovations in excipients and active delivery mechanisms, both for humans and for pets, have found enough space in this highly-profitable market. These facts have also influenced the personal care markets.

**Sustainability** is a megatrend that is affecting everyone's lives. The use of raw materials and renewable energy, increased power efficiency, and waste minimization are concepts more and more explored and required by the companies.

## Technology-driven sensory trend...

Technological trend is one of the four essential future trends identified by Mintel in 2011. This is based on the fact that innovation and technological advancements are growing really fast with no signs of reduction. The current multimedia environment in which our senses are immersed are really "under our skin", because the more distraction we have, the more we are led to be aware of our surroundings.

**Some believe that touch screen technology has enhanced consumers' senses.**

In 2010, 75% of the 298 million smartphones sold were touch screen and in 2016 is expected that 10 million smartphones occupy Earth.



# Skin Care Trends - Latin America

The different categories that integrate the Skin Care market in Latin America account for a revenue of more than 33 billion dollars in 2013 and have shown a growing rate of 12.9% in the same year when compared to 2012. The categories that have shown the most significant growth were Sun Care and Deodorants.

Skin Care Product Category	Market Share in 2013 (US\$ mn)	2012-13 Growth (%)
Shower/Bath	5,776.5	10.2
Color Cosmetics	7,405.9	11.3
Deodorants	8,028.9	19.1
Skin Care	10,192.6	9.8
Sun Care	2,068.6	20.8

Table 1: Latin America Skin Care market share and year-to-year growth. Skin Product Category (Euromonitor 2014)

## Products' claims trends

The most common claims in the products launched regionally in 2013 were Hydration, Botanical/Herbal, Long Lasting, Dermatologically-Tested and Time/Speed.

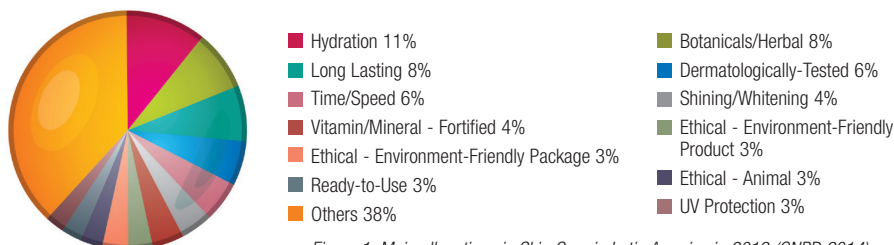


Figure 1: Main allegations in Skin Care in Latin America in 2013 (GNPD 2014).

For the Facial Care category, the “Cleaning Action” positioning, not provided above, comes in second place, just behind hydration. This confirms the growing trend in **facial cleansing and make-up remover** areas.

The Skin Care sector bets in **multifunctional** products. The search for more practical and ready-to-use products has become more and more evident in the region. In Brazil, for instance, multifunctional products are part of the daily routine of 38% of the population; among those, products with sun protection factor and BB creams stand out.

In the region, there is also a high spent on anti-aging products; in Brazil, 15% of the population consumes anti-aging products. Women over 55 years old are still the biggest consumers of these products, but women from 16 to 24 years are increasingly consuming them, which creates great opportunities in this area.

The dermocosmetics market growth is also worth noting. With approximately seven thousand dermatologists in Brazil, doctors' prescriptions are usually of great impact in the market of this country and generate opportunities for already-established brands and for compounding products (Brazil Beauty News, August 2014).

# Anti - Aging Cream

PIR 187-13-MEX-4-H

## Forever young!

This nourishing anti-aging cream provides a non-greasy extra silky sensorial to the skin. It includes **Matrixyl® 3000** that reverts the chronological aging and reduces the photo induced damage.

Phase	Item (INCI NAME)	w/w%
A	<b>Crodacol™ C90 PA</b> (Cetearyl Alcohol)	2,00
	<b>Crodamol™ SFX</b> (PPG-Benzyl Ether Ethylhexanoate)	3,00
	<b>Crodafos™ CES</b> (Ceteryl Alcohol (and) Dicetyl Phosphate (and) Ceteth-10 Phosphate)	4,00
	<b>Crodamol™ PMP</b> (PPG-2 Myristyl Ether Propionate)	2,00
	<b>Seatons Shea Nut Butter</b> (Butyrospermum Parkii (Shea) Butter)	6,00
B	Deionized water	q.s.p. 100,00
	Glycerin	3,00
C	<b>Matrixyl® 3000</b> (Glycerin (and) Water (Aqua) (and) Butylene Glycol (and) Carbomer (and) Polysorbate 20 (and) Palmitoyl Tripeptide-1 (and) Palmitoyl Tetrapeptide-7)	3,00
	<b>ViscOptima™ SE</b> (Sodium Polycrylate (and) Ethylhexyl Cocoate (and) PPG-3 Benzyl Ether Myristate (and) Polysobate 20)	0,60
	Preservative	q.s.
D	Triethanolamine	q.s.

## Method:

1. In the main container, add phase A and heat to 75-80°C with gentle stirring.
2. In a different container, add phase B and heat to 75-80°C with gentle stirring.
3. Add phase A to phase B with high stirring.
4. Once the emulsion reaches 40°C, add phase C and stir until the mixture is completely homogeneous.
5. Adjust pH with phase D.

# Eye - Contour Revitalizing Cream

PC 187-13-MEX-4J

## Getting a rejuvenated look!

An emollient enriched cream that reduces puffiness giving the eyes a fresher and younger look. **Crodamol™ W** provides a cooling effect with cushiony after-feel while **Eyeliss™** offers an anti-inflammatory effect.

Phase	Item (INCI NAME)	w/w%
A	<b>Crodamol™ GTIS</b> (Triisostearin)	4,00
	<b>DuraQuench™ IQ SA</b> (Cetyl Alcohol (and) Isostearyl Isostearate (and) Potassium Cetyl Phosphate (and) Cetyl Stearate (and) Stearic Acid)	3,00
	<b>Crodamol™ GTEH</b> (Triethylhexanoin)	2,00
	<b>Pripure™ 3759</b> (Squalane)	1,50
	<b>Crodamol™ W</b> (Stearyl Heptanoate (and) Stearyl Caprylate)	1,50
	Silicon DC 245 (Cyclopentasiloxane)	2,00
	Tocopherol	0,80
B	Deionized water	q.s.p. 100,00
	Xanthan Gum	0,40
	<b>Arlacel™ 2121</b> (Sorbitan Stearate (and) Sucrose Cocoate)	5,00
C	<b>Eyeliss™</b> (Water (Aqua) (and) Glycerin (and) Hesperidin Methyl Chalcone (and) Steareth-20 (and) Dipeptide-2 (and) Palmitoyl Tetrapeptide-7)	3,00
	Preservative	q.s.

## Method:

1. In a main container add the Xanthan Gum to the water and let it moisturize.
2. Once the gum is moisturized, heat to 75-80°C and add Arlacel 2121 with high stirring during 1 minute. Let the mixture swell for 30 minutes.
3. Mix ingredients of phase A separately and heat to 75-80°C.
4. Add phase A to phase B with high stirring and homogenize at 8000rpm for 1 minute.
5. Let the mixture to cool slowly.
6. Once the emulsion is at 40°C, add phase C and stir.

# Teen Facial Cream SPF30

PG045-1 2BRA1

## Because preventing is better than correcting...

Today teenagers and young adults are more aware of their appearance and how to prevent skin aging. For these customers, this facial cream is ideal, offering an excellent UVA and UVB protection thanks to the ideal combination of **Solaveil™ ST-100** and **Solaveil™ CZ-100**, titanium and zinc dispersions that do not affect the elegance of the application.

Phase	Item (INCI NAME)	w/w%
A	<b>Solaveil™ ST-100</b> (C12-15 Alkyl Benzoate (and) Titanium Dioxide (and) Polyglyceryl-3 Polyricinoleate (and) Silica (and) Stearic Acid (and) Aminopropyl Triethoxylane)	22,00
	<b>Solaveil™ CZ-100</b> (Zinc Oxide (and) C12-15 Alkyl Benzoate (and) Polyhydroxystearic Acid (and) Isostearic Acid)	16,00
	<b>Crodamol™ GTCC</b> (Caprylic/Capric Triglyceride)	9,00
	<b>Span 20</b> (Sorbitan Laurate)	3,04
	<b>Crodamol™ ISIS</b> (Isostearyl Isostearate)	3,00
	<b>Pripure™ 3759</b> (Squalane)	3,00
	<b>Natragem™ E145</b> (Polyglyceryl-4 Laurate/Succinate (and) Aqua)	2,46
B	Deionized water	q.s.p. 100,00
	Glycerin	5,00
	Veegum Ultra (Magnesium Aluminium Silicate)	1,00
	Keltrol SFT (Xanthan Gum)	0,50
C	Lactic Acid (sol. 50%)	q.s. pH 7,0
	Preservative	q.s.
	Silicone DC 245 (Cyclopentasiloxane)	4,00
D	<b>ViscOptima™ PL</b> (Sodium Polyacrylate (and) Paraffinum Liquidum (and) Trideceth-6)	0,90

## Method:

1. Disperse the Veegum Ultra and the Ketrol SFT glycerin. Add the water and leave under stirring until complete dispersion and hydration.
2. Combine the ingredients of Phase A.
3. Add Phase A to Phase B with intense stirring. Homogenize at 10,000 rpm for 1 min/100g.
4. Adjust the pH with lactic acid to below 7.0. Add the preservative and silicone and mix.
5. Add the D phase and mix.

# Facial Cream SPF30 for Oily Skin

PG-074-1 3-BRA4B

## For an elegant facial protection!

Thanks to **Solaveil™ CT-300**, that provides clear sun protection, without leaving greasy sensation, this facial cream revives all senses while it is protecting.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Disodium EDTA	0,10
	Glycerin	3,00
	<b>ViscoOptima™ SE</b> (Sodium Polyacrylate (and) Ethylhexyl Cocoate (and) PPG-3 Benzyl Ether Myristate (and) Polysorbate 20)	1,00
B	Tinosorb M (Methylene Bis-Benzotriazolyl Tetramethylbutylphenol)	6,00
C	<b>Crodamol™ AB</b> (C12-15 Alkyl Benzoate)	5,00
	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	4,00
	<b>Span 20</b> (Sorbitan Laurate)	0,40
	Tinosorb S (Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine)	1,80
	<b>Solaveil™ CT-300</b> (Caprylic/Capric Triglyceride (and) Titanium Dioxide (and) Polyhydroxystearic Acid (and) Aluminium Stearate (and) Alumina)	13,00
D	<b>Volarest™ FL</b> (Acrylates/Beheneth-25 Methacrylate Copolymer)	0,80
E	Sodium Hydroxide (sol. 10%)	pH 6,0-6,2
F	Cyclopentasiloxane	1,00
	Nylon 12	0,30
	Preservative	q.s.

## Method:

1. Dissolve the Disodium EDTA by heating with a little water. Add the remaining water and glycerin.
2. Add ViscOptima SE stirring. Keep stirring until it reaches a lotion viscosity.
3. Add Phase B and mix well. Dissolve Tinosob S in emollients in phase C by heating until complete dissolution.
4. Add Solaveil CT-300 and mix well. Add Phase D and mix well.
5. Adjust the pH to slightly above 6.0 with the phase E. Add the phase F, mixing well after each addition.

# CC Cream SPF30: For a Perfect Skin

PG091-1 3-BRA1

## Multifunctional cream!

This CC cream offers sun protection while acts against new wrinkles' formation and covers imperfections. Its unique sensorial and innovative is provided by the ideal combination of emollients and the exclusive **Volarest™ FL**.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	<b>Volarest™ FL</b> (Acrylates/Beheneth-25 Methacrylate Copolymer)	1,00
	Glycerin	3,00
B	<b>Crodamol™ ISIS</b> (Isostearyl Isostearate)	2,00
	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	4,00
	<b>Cithrol™ PG32IS</b> (Polyglyceryl-3 Diisostearate)	2,50
	Yellow Pigment NHS-C339001-10(C.I.77492)	q.s.
	Red Pigment NHS-C338001-10(C.I.77491)	q.s.
	Black Pigment NHS-C337001-10(C.I.77499)	q.s.
	Silica	0,20
	<b>Solaveil™ XT-300</b> (Titanium Dioxide (and) Caprylic/Capric Triglyceride (and) Polyhydroxystearic Acid (and) Stearic Acid (and) Alumina)	25,00
C	Sodium Hydroxide (sol. 10%)	pH 6,3-7,0
D	Cyclopentasiloxane	2,00
	Ciclopentasiloxane (and) Dimethicone/Vinyltrimethylsiloxysilicate Crosspolymer	2,00
	<b>Matrixyl™ Synthe 6</b> (Glycerin (and) Water (Aqua) (and) Hydroxypropyl Cyclodextrin (and) Palmitoyl Tripeptide-38)	2,00
E	Nylon 12	0,40
	Preservative	q.s.

## Method:

1. Mix the components of phase A and homogenize.
2. Disperse pigments in emollients of Phase B under mild heating; add the silica and finally the Solaveil XT-300. Homogenize in Ultra Turrax.
3. Add Phase B to Phase A.
4. Adjust pH with phase C.
5. Add Phase D pre homogenized.
6. Add phase E mixing well after each addition.

# Anti - Acne Serum

PG028-1 3-BRA2

## A solution for oily and acne-prone skin!

Considering the difficult problem that acne is for some skin types, this serum contains **Ac.net™** that fights “Break-out” by reducing hyperseborrhoea, hyperkeratosis, inflammation and bacterial proliferation.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Glycerin	4,00
	Xanthan Gum	0,15
	<b>Optasense™ G40</b> (Carbomer)	0,20
	<b>Arlacel™ LC</b> (Sorbitan Stearate and Sorbityl Laurate)	2,00
B	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	2,00
	<b>Crodamol™ SSA</b> (Decyl Isostearate and Isostearyl Isostearate)	2,00
	<b>Crodamol™ GTCC</b> (Caprylic/Capric Triglyceride)	1,50
C	<b>Ac.net™</b> (Water (Aqua) (and) Butylene Glycol (and) PEG-60 Almond Glycerides (and) Caprylyl Glycol (and) Glycerin (and) Carbomer (and) Nordihydroguaiaretic Acid (and) Oleanolic Acid)	3,00
D	Preservative	q.s.

### Method:

1. Disperse xanthan gum in glycerin. Add water and mix.
2. Disperse OPTASENSE G40 while stirring. After dispersed, add Arlacel LC and mix.
3. Heat the mixture around 80°C and homogenizing using an Ultra Turrax for 30 seconds at 6000 rpm. Place in a water bath for 30 minutes at 80 °C.
4. Heat Phase B to 80 °C. Slowly add Phase B to Phase A under stirring at 800 rpm. Homogenize Turrax for 1 minute at 10,000 rpm. Keep moderate stirring until complete cooling.
5. Add C and D.
6. Phase Adjust pH to 5.5-6.5.

# Extra Moisturizing Body Cream

PC 187-13-MEX-4K

## Forgetting the unhealthy dry skin!

This body cream has a long lasting moisturizing effect due to **DuraQuench™ IQ SA**, which forms an intelligent structural layer over the skin surface, reinforcing the natural skin barrier to control water loss. Its simple and effective formulations provide an elegant and non-oily skin feel.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Glycerin	2,00
B	<b>Crodafos™ CES 20A</b> (Cetearyl Alcohol (and) Ceteth-20 Phosphate (and) Dicetyl Phosphate)	5,00
	<b>DuraQuench™ IQ SA</b> (Cetyl Alcohol (and) Isostearyl Isostearate (and) Potassium Cetyl Phosphate (and) Cetyl Stearate (and) Stearic Acid)	5,00
	<b>Crodamol™ PMP</b> (PPG-2 Myristyl Ether Propionate)	3,00
C	<b>ViscoOptima™ SE</b> (Sodium Polycrylate (and) Ethylhexyl Cocoate (and) PPG-3 Benzyl Ether Myristate (and) Polysobate 20)	0,75
D	Preservative	q.s.

## Method:

1. Combine phase A components and heat to 75°C.
2. In a separate vessel, combine part B ingredients; mix until homogeneous and heat to 75°C
3. Add phase B to phase A with high speed stirring.
4. Add part C and mix at high stir for 2 minutes.
5. Switch for a less cutting mixer and let the mixture cool with gentle stirring.
6. Add phase D when the emulsion reaches 40°C and stir until the cream is homogeneous.

# Moisturizing Cloud

PG115-13-BRA12

## A moisturizing dream!

This innovate formulation plays with the sensations, providing a smooth, silky, silicone-like feel to the skin.

Phase	Item (INCI NAME)	w/w%
A	<b>Crodamol™ IPIS</b> (Isopropyl Isostearate)	3,00
	<b>Crodamol™ SSA</b> (Decyl Isostearate (and) Isostearyl Isostearate)	8,00
	Pyrogenic Silica	0,60
	<b>Viscoptima™ SE</b> (Sodium Polyacrylate (and) Ethylhexyl Cocoate (and) PPG-3 Benzyl Ether Myristate (and) Polysorbate 20)	1,30
	Preservative	q.s.
B	Deionized water	q.s.p. 100,00
	<b>Incromectant™ AMEA-75</b> (Acetamide MEA (and) Water)	2,00

### Method:

1. Disperse the silica in the esters to obtain a transparent gel.
2. Add the Viscoptima SE and preservative and mix until total homogenization.
3. Slowly add phase B to Phase A under intense stirring.

# Moisturizing Strawberry Yogurt

PG066-1.2-BRA1

## How to revive the skin?

**Revidrate™** used in this delicious yogurt, recreates the skin's NMF by supporting the water and lipid balance in the epidermis and generates a self-moisturizing control.

Phase	Item (INCI NAME)	w/w%
A	<b>Crodamol™ GTEH</b> (Triethylhexanoin)	5,00
	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethyl Hexanoate)	2,00
	<b>Crodamol™ SSA</b> (Decyl Isostearate (and) Isoostearyl Isostearate)	1,50
B	Deionized Water	q.s.p. 100,00
	Keltrol CG-SFT (Xanthan Gum)	0,50
	<b>Versaflex™ V-150</b> (Steareth-100 (and) Steareth-2 (and) Mannan (and) Xanthan Gum)	1,10
	Glycerin	2,00
C	<b>Strawberry Extract PB</b> (Water (and) Glycerin (and) Fragaria Vesca (Strawberry) Fruit Extract)	0,50
	<b>Revidrate™</b> (Myristyl phosphomalate)	3,00
	Preservative	q.s.
	Color	q.s.

## Method:

1. Mixture Versaflex V-150, Keltrol CG-SFT and glycerin and homogenize.
2. Add water and stir until well dispersed.
3. Add Phase A into Phase B. Homogenize using Ultra Turrax for 2 minutes.
4. Add phases C and homogenize.

# Illuminating and Moisturizing Body Lotion

PG11403-3

## Recovering the radiance of the young skin!

This spray is easily absorbed, providing the skin softness, moisturization and illuminating the skin. The formula contains the perfect combination of rheology modifiers **Volarest™ FL** and **Arlacel™ LC**, for an unforgettable touch.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Glycerin	4,00
	<b>Arlacel™ LC</b> (Sorbitan Stearate and Sorbityl Laurate)	3,00
B	<b>Crodamol™ STS</b> (PPG-3 Benzyl Ether Myristate)	6,00
	<b>Crodamol™ ISIS</b> (Isostearyl Isostearate)	4,00
	<b>Crodamol™ PTIS</b> (Pentaerythrityl Tetraisostearate)	2,00
C	<b>Volarest™ FL</b> (Acrylates/Beheneth-25 Methacrylate Copolymer)	1,00
D	<b>Crodarom™ Porcelain Flower</b> (Caprylic / Capric Triglyceride (and) Hoya Lacunosa Flower Extract)	1,00
	Color	q.s.
	Mica	q.s.
	Preservative	q.s.

### Method:

1. Combine ingredients of Phase A and heat until 80°C. Keep under stirring for 20 minutes at this temperature.
2. Mix Phase A with Turrax for 30 seconds at 6000rpm. Return to water bath for 30 minutes at 80 °C.
3. Add Volarest FL to phase A. Heat Phase B to 80 °C. Slowly add phase B in A under intensive stirring. Mix for 1 minute in the Turrax 10000rpm. Maintain gentle agitation to room temperature.
4. Adjust pH with NaOH (solution 10%) to pH 6.8 (± 0.2).
5. Add Phase D and mix well.

# Refreshing Body Tea

PG013-13-BRA3

## Take a deep breath from your routine!

The fresh feel provided by **Crodamol™ W**, makes this tea an ideal product for renovation and well-being moments!

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
B	<b>Crovol™ A70</b> (PEG-60 Almond Glycerides)	4,00
	<b>Procetyl™ AWS</b> (PPG-5-Ceteth-20)	3,00
	<b>Crodamol™ W</b> (Stearyl Heptanoate (and) Stearyl Caprylate)	2,00
	Fragrance	0,50
	Preservative	q.s.
C	<b>Crodarom™ White Tea</b> (Water, Glycerin, Camellia Sinensis Leaf Extract)	1,00
	<b>Crodarom™ Water Mint</b> (Glycerin, Water, Mentha Aquatica Extract)	2,00
	<b>Phytoliquid™ Ginseng</b> (Glycerin, Butylene Glycol, Water, Panax Ginseng Root Extract)	1,00

## Method:

1. Mix ingredients of phase B. Separately mix of ingredients phase A.
2. Add phase A in phase B.
3. Add phase C.
4. Adjust pH to 5.5-6.5.

# Baby Bath Oil

PG11403-1

## Take care of baby's beautiful skin!

This is easily emulsifiable bath oil for baby's sensitive skin that provides cleansing and emollience, for a soft and hydrated skin, as it must be.

Phase	Item (INCI NAME)	w/w%
A	<b>Crodamol™ GTCC</b> (Caprylic/Capric Triglyceride)	q.s.p. 100,00
	<b>Crodamol™ ISIS</b> (Isostearyl Isostearate)	2,00
	<b>Crommolient™ SCE</b> (Di-PPG-2 Myreth-10 Adipate)	5,00
	<b>Cithrol™ PG32IS</b> (Polyglyceryl-3 Diisostearate)	5,00
	<b>Camomile Oil</b> (Caprylic / Capric Triglyceride, Chamomilla Recutita (Matricaria) Flower Extract)	2,00
	BHT	0,05
	Fragrance	q.s.

### Method:

1. Mix all the ingredients and stir until total homogenization.

# Facial Cleansing Foam

PC066-12-BRA18

## Texture of pleasure!

This innovative formulation is especially designed with mild and herbal ingredients that effectively cleanses all skin types, including eye area, with a creamy texture, for a unique cleansing experience!

Phase	Item (INCI NAME)	w/w%
A	Water	q.s.p. 100,00
	<b>Incromectant™ AMEA 75</b> (Acetamide MEA and Aqua)	2,00
	<b>Crodasinic™ LS30</b> (Water and Sodium Lauroyl Sarcosinate)	10,00
	<b>Tween 28</b> (PEG-80 Sorbitan Laurate)	4,00
	Cocamidopropyl Betaine	5,00
	<b>Cromollient™ SCE</b> (Di-PPG-2 Myreth-10 Adipate)	1,00
	<b>Solan L</b> (Aqua and PEG-75 Lanolin)	2,00
	<b>Arlasilk™ EFA</b> (Lineoleamidopropyl PG-Dimonium Chloride Phosphate (and) Propylene Glycol (and) Water	1,00
	<b>Phytofoam™</b> (Water, Acacia Concinna Fruit Extract, Balanites Aegyptiaca Fruit Extract, Gypsophila Paniculata Root Extract)	1,00
	Preservative	q.s.
B	<b>Promidium™ LTS</b> (PEG-150 Distearate and PPG-2 Hydroxyethyl Cocamide)	1,00

## Method:

1. Combine the ingredients of Phase A, one by one and homogenize.
2. Add phase B and slowly stir.



# Hair Care Trends - Latin America

Hair Care Category	Market share in 2013 (US\$ mn)	2012-13 Growth (%)
2-in-1 Products	550.6	6.0
Hair Color	3,951.3	7.5
Conditioners	4,796.5	10.0
Treatment	21.3	22.7
Chemical Treatments	485.8	43.1
Professional Care	132.7	15.5
Shampoo	4,973.0	7.3
Hair Styling	986.4	12.8

Table 2: Latin America Personal Care market share and year-to-year growth. Hair Products Category (Euromonitor 2014)

## Green products, healthy hair...

Among the launches for Latin American hair in 2013, the most common claims were Botanical/Herbal, followed by Shining, Hydration and Damaged Hair.

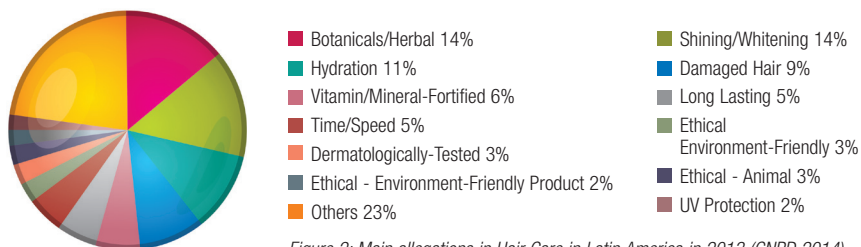


Figure 2: Main allegations in Hair Care in Latin America in 2013 (GNPD 2014).

## The male strength...

Shampoo and Conditioner markets, although already mature, show a lot of room for growth. For instance, the launch of products specific to a male audience corresponded to 5% of the total launches in 2013 and this group has great consumption potential and tends to grow.

## A new concept of cleanse...

Cleansing conditioners arrive with a different concept and as an alternative to the abrasive cleanness of the shampoos. Their formula with 1/4 cleaning agent, 3/4 hydration and sulfate-free, clean smoothly, keeping the natural oiliness of the hair and scalp. Cleansing conditioners are already a reality in the European and North American markets, but have not been launched yet in Latin America. The question is, What are we waiting for?

## What is in:

- **“Do not cut” Conditioners:** Consumers are evolving to more sophisticated products and claims about the current needs of the hair: Hydration and movement are followed by long-lasting benefits.
- **Saying no to chemicals and heavy styling:** Women are looking for a more natural and healthy style: They are using a variety of leave-in products to get the perfect look.
- **Anti-aging:** Consumers are focusing in a healthier hair and scalp.

# Conditioning Shampoo - Sulphate Free

PIR 175-13-MEX2-1

## Getting a healthy look!

This sulphate free shampoo provides excellent shine, a silky after-feel to the hair and improves wet combing and elasticity of hair.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	<b>Cithrol™ EGDS</b> (Glycol Distearate)	1,50
	<b>Crodateric™ CAS 50</b> (Cocamidopropyl Hydroxysultaine)	0,50
	<b>Crodasinic™ LS30 NP</b> (Sodium Lauroyl Sarcosinate)	30,00
	<b>Crothix™ Liquid</b> (PEG-150 Pentaerithrithyl Tetrastearate (and) aqua (and) PEG-6)	6,00
B	<b>Lustreplex™</b> (Polyquaternium-70 (and) Dipropylene Glycol)	1,00
	<b>Cromollient™ SCE</b> (Di-PPG-2 Myreth-10 Adipate)	1,00
C	<b>Cropeptide™ W</b> (Hydrolyzed Wheat Protein (and) Hydrolyzed Wheat Starch)	1,00
	Preservative	q.s.
D	Citric Acid	q.s.

## Method:

1. Combine ingredients of phase A in main vessel and heat to 80°C with slow stirring.
2. Once phase A reaches 80°C, remove from heat and allow mixture to cool to 40°C while stirring.
3. Once the mixture is 40°C, add phase B to phase A and stir.
4. Add phase C to phase A/B and cool batch slowly, while stirring until homogenous.
5. If necessary, adjust pH with citric acid.

# Strengthening Shampoo for Colored Hair

PG014-12BRA12

## Chemical treatments tend to damage the hair, how to fight against it?

Here the perfect match: **Arlasilk™ PLN** extends the life of artificial hair color and **Keravis™** helps the strengthening of damaged hair.

Phase	Item (INCI NAME)	w/w%
A	Deionized water (Aqua)	q.s.p. 100,00
	Disodium EDTA	0,20
	<b>Incromectant™ AMEA 75</b> (Acetamide MEA)	2,00
B	Sodium Laureth-2 Sulfate	12,00
	<b>Crodasinic™ LS 30</b> (Aqua (and) Sodium Lauroyl Sarcosinate)	8,00
	<b>Crodateric™ CAB 30</b> (Aqua (and) Cocamidopropyl Betaine)	4,00
	<b>Incromine™ Oxide C</b> (Aqua (and) Cocamidopropylamine Oxide)	1,00
	<b>Promidium™ 2</b> (PPG-2 Hydroxyethyl Coco/Isostearamide)	2,50
	<b>Crodalan™ LA</b> (Cetyl Acetate (and) Stearyl Acetate (and) Oleyl Acetate (and) Acetylated Lanolin Alcohols)	0,20
	<b>Arlasilk™ PLN</b> (Linoleamidopropyl PG-Dimonium Chloride Phosphate Dimethicone (and) Aqua)	1,00
C	<b>Crodapearl™ AF</b> (Water (and) Sodium Laureth Sulphate (and) Glycol Distearate)	4,50
	<b>Crothix™ Liquid</b> (PEG-150 Pentaerythrityl Tetrastearate (and) Aqua (and) PEG-6 Caprylic/Capric Glycerides)	2,00
	Preservative	q.s.
	<b>Keravis™</b> (Aqua and Hydrolyzed Vegetable Protein PG-Propyl Silanetriol)	1,00
D	Citric Acid	q.s. pH 5,50 - 6,00

### Method:

1. Mix ingredients of phase A and B separately with moderate stirring.
2. Add phase A to phase B with moderate stirring.
3. Add the phase C ingredients in the order described.
4. Adjust pH if necessary with phase D.

# Hair Conditioner: Treat Yourself

PG014-12BRA11

## What about turning your shower, into a “spa” for the hair?

Thanks to **Cutissential™ Behenyl 18-MEA** and **HairSpa™**, this conditioner helps to replenish the lipid layer of the cuticle and improves scalp moisturization. A quick application to renovate the hair.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Disodium EDTA	0,10
	<b>Incromectant™ AMEA 75</b> (Acetamide MEA)	1,50
	<b>Incroquat™ Behenyl TMS</b> (Behentrimonium Methosulfate (and) Cetearyl Alcohol)	6,00
	<b>Incromine™ SD</b> (Stearamidopropyl Dimethylamine)	0,80
	<b>Cutissential™ Behenyl 18 MEA</b> (Behentrimonium Methosulfate (and) C10-40 Isoalkylamidopropylethylidimonium Ethosulfate (and) Cetyl alcohol)	1,50
B	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	1,50
	Cetearyl Alcohol	3,00
	<b>Crodamol™ CP</b> (Cetyl Palmitate)	2,50
	<b>Crodalanv LA</b> (Cetyl Acetate (and) Stearyl Acetate (and) Oleyl Acetate (and) Acetylated Lanolin Alcohols)	1,00
	Shea Butter	0,25
C	<b>HairSpa™</b> (Cerin - Lactitol - Xylitol)	1,00
	Silicone DC 245 (Cyclopentasiloxane)	1,50
	Preservative	q.s.
D	Citric Acid	q.s. pH 3,80 - 4,00

## Method:

1. Mix ingredients of phase A and B separately with moderate stirring.
2. Add phase A to phase B with moderate stirring.
3. Add the phase C ingredients in the order described.
4. Adjust pH if necessary with phase D.

# Anti - Aging Hair Conditioner: Treatment and Repair

PIR156-13-MEX-1 N

## Guess What?! Anti-aging is a new hair care trend!

**Kerestore™ 2.0** intelligently repairs the most damaged areas of the hair's surface. Thanks to **Keradyn™ HH** this conditioner also improves the natural movement of the hair and confers excellent combing properties.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Natrosol HHR250CS (Hydroxyethylcellulose)	2,00
	Glycerin	2,50
B	<b>Cutissential™ 18-MEA 40</b> (C10-40 Isoalkylamidopropylethylidmonium Ethosulfate (and) Dipropylene glycol)	2,50
	<b>Keradyn™ HH</b> (Bis-Ethyl(isostearylimidazoline) Isostearamide)	0,83
	<b>Seatons Soyabeen Oil</b> (Glicine Soja (Soybean) Oil)	0,83
	<b>Super Sterol Liquid</b> (C10-30 Cholesterol/ Lanosterol)	0,50
	<b>Incroquat™ Behenyl TMS-50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	1,00
	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	0,83
C	Ethyl Alcohol	8,30
	DC 556 (Phenyl Trimethicone)	8,30
	<b>Kerestore™ 2.0</b> (Aqua (and) Laurdimonium Hydroxypropyl Hydrolyzed Keratin)	4,10
	<b>VisCaress™ HPD</b> (Polyquaternium-37 (and) Hydrogenated Polydecene (and) Trideceth-6 (and) water (aqua))	1,00
	Preservative	q.s.

## Method:

1. Heat separately phases A and B to 65-70°C.
2. While stirring, add slowly phase B to phase A.
3. Continue stirring until cool. Once room temperature is reached, add one by one all ingredients of phase C with stir.
4. If necessary, adjust pH to 5.0 with citric acid.

# Combing Cream: Fight color damage!

PC027-13-BRA9

**As the skin can be protected from the sun, so can the hair!**

**Chromaveil™** prevents hair color fading, protecting the hair fiber integrity from sun exposure. An interesting claim for a combing cream...

Phase	Item (INCI NAME)	w/w%
A	Deionized Water	q.s.p. 100,00
	Disodium EDTA	0,05
	Glycerin	1,00
	<b>Incroquat™ Behenyl TMS 50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	2,00
B	<b>Crodazosoft™ DBQ</b> (Quaternium-91 (and) Cetrimonium Methosulfate (and) Cetearyl Alcohol)	1,00
	Cetearyl Alcohol	3,00
	<b>Crodamol™ IPIS</b> (Isopropyl Isostearate)	1,00
	<b>Crodamol™ GTCC</b> (Caprylic/ Capric Triglyceride)	0,50
C	<b>Chromaveil™</b> (Quaternium-95 (and) Propanediol)	1,00
	Preservative	q.s.

## Method:

1. Combine Phase A and Phase B separately and heat them to 75-80°C.
2. Add the oil phase to the water phase with stirring and maintain until about 10 minutes.
3. Stir slowly to cool down. Add Phase C.
4. Adjust the pH if necessary.

# Combing Cream: Natural Look

PGC14001-3A

## Goodbye to heavy styles!

Get a natural look with movement, shine and detangling effect thanks to **Keradyn™ HH**, **Crodamol™ STS** and **Incroquat™ Behenyl TMS 50**.

Phase	Item (INCI NAME)	w/w%
A	Deionized Water	q.s.p. 100,00
	Disodium EDTA	0,05
	Glycerin	1,00
B	<b>Incroquat™ Behenyl TMS 50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	2,20
	<b>Crodazosoft™ DBQ</b> (Quaternium-91 (and) Cetrimonium Methosulfate (and) Cetearyl Alcohol)	1,40
	Cetearyl Alcohol	4,00
	<b>Crodamol™ STS</b> (PPG 3 Benzyl Ether Myristate)	1,00
	<b>Keradyn™ HH</b> ((Bis-Ethyl (isostearylimidazoline) Isostearamide)	0,50
C	<b>MiruStyle™ MFP</b> (Hydroxypropyl Trimonium Hydrolyzed Corn Starch (and) Water (aqua))	3,00
	Preservative	q.s.

## Method:

1. Combine Phase A and Phase B separately and heat them to 75-80°C.
2. Add the oil phase to the water phase with stirring and maintain until about 10 minutes.
3. Stir slowly to cool down. Add Phase C.
4. Adjust the pH if necessary.

# Healthy Hair Serum Spray

PG06713-BRA1

## How can you identify a healthy hair?

In few words: Natural movement, shiny appearance and manageability. Find-out how to get them!

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	<b>Incroquat™ Behenyl TMS-50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	1,00
B	<b>Incromine™ SD</b> ( Stearamidopropyl Dimethylamine)	0,80
	<b>Keradyn™ HH</b> (Bis-Ethyl (isostearylimidazoline) Isostearamide)	0,50
C	<b>Lustreplex™</b> ( Polyquaternium-70 (and) Dipropylene Glycol)	0,50
	Preservative	q.s.

### Method:

1. Heat phases A and B separately around 80-85°C with moderate stirring.
2. Add phase B to phase A with stirring. Keep temperature and stirring for 10 minutes.
3. Cool with stirring and add phase C when it reaches approximately 40 °C.
4. Adjust the pH with citric acid (10% sol) to pH 5.00-5.50.

# Fluid Leave On: No More Frizz!

PG068-13-BRA3

## Because frizz control is possible:

Thanks to this Leave in Fluid that ideally combines **MiruStyle™ MFP**, **Keradyn™ HH**, and **Lustreplex™** for frizz control and improving hair moisturization and shine.

Phase	Item (INCI NAME)	w/w%
A	<b>Incroquat™ Behenyl TMS</b> (Behentrimonium Methosulfate (and) Cetearyl Alcohol)	2,00
	<b>Crodamol™ STS</b> (PPG 3 Benzyl Ether Myristate)	1,50
	<b>Keradyn™ HH</b> (Bis-Ethyl (isostearylimidazoline) Isostearamide)	1,00
B	Deionized water	q.s.p. 100,00
	<b>Incromectante™ AMEA 75</b> (Acetamide MEA)	1,00
	Disodium EDTA	0,05
C	<b>Hydrotriticum™ QL</b> (Lauryldimonium Hydroxypropyl Hydrolyzed Wheat Protein (and) Water (aqua))	0,20
	<b>Lustreplex™</b> (Polyquaternium-70 (and) Dipropylene Glycol )	0,50
	<b>MiruStyle™ MFP</b> (Hydroxypropyltrimonium Hydrolyzed Corn Starch)	1,00
	Preservative	q.s.

## Method:

1. Heat phases A and B separately to about 80°C.
2. Slowly add phase A to Phase B with stirring. Keep under heating for 5 minutes.
3. Cool with stirring and add phase C when it reaches approximately 40°C.
4. Adjust the pH with citric acid (10% sol) to pH 4.00-5.50.

# Smoothing Serum: Beat the Heat

PG11403-8

## How to protect the hair from hair dryers?

**MiruStyle™ X-HP** protects the hair against damage caused by high temperature dryers and flat irons.

This serum has a light texture obtained with the versatile emulsifier **ViscOptima™ SE**. It also regulates hair moisture to avoid frizz, preventing hair breakdown split ends formation thanks to the action of **Cropeptide™ W** and **Crosilk™ 10000**.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	Propylene Glycol	2,00
	<b>ViscOptima™ SE</b> (Sodium Polyacrylate (and) Ethylhexyl Cocoate (and) PPG-3 Benzyl Ether Myristate (and) Polysorbate 20)	3,50
	<b>Crosilk™ 10000</b> (Aqua (and) Hydrolyzed Silk)	1,00
	<b>MiruStyle™ X-HP</b> (Aqua (and) Sodium Laneth-40 Maleate/ Styrene Sulfonate Copolymer)	5,00
B	<b>Crodamol™ STS</b> (PPG 3 Benzyl Ether Myristate)	2,00
	<b>Crodamol™ OPG</b> (Ethylhexyl Pelargonate)	2,00
	<b>Cropeptide™ W</b> (Hydrolyzed Wheat Protein (and) Hydrolyzed Wheat Starch (and) Water (aqua))	1,00
C	Preservative	q.s.

## Method:

1. Disperse ViscOptima SE in water with propylene glycol, until a viscous solution is achieved, then add the other component of phase A and stir.
2. Add components of Phase B and stir until total homogenization.
3. Add phase C and stir.

# Moisture Control Hair Mask

PI0091-MEX

## Moisture does not have to be a problem for the hair!

**Cropeptide™**, protects the hair against extreme humidity changes. This hair mask also protects from color fading due to sun exposure and improves hair shine for a perfect look everywhere!

Phase	Item (INCI NAME)	w/w%
A	<b>Incroquat™ Behenyl TMS-50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	3,00
	<b>Incromine™ SD</b> (Stearamidopropyl Dimethylamine)	0,20
	<b>Crodacol™ CS 50</b> (Cetostearyl Alcohol)	2,50
	<b>Crodamol™ STS</b> (PPG 3 Benzyl Ether Myristate)	1,00
	Preservative	q.s.
B	Deionized water	q.s.p. 100,00
C	<b>Chromaveil™</b> (Quaternium-95 (and) Propanediol)	0,50
	<b>Cropeptide™ W</b> (Aqua and Hydrolyzed Wheat Protein and Hydrolyzed Wheat Starch)	0,50
	Bamboo Extract	0,50
	<b>Crosilk™ Liquid</b> (Aqua and Silk Amino Acids)	0,30

### Method:

1. Heat phase A to 80°C with constant stirring.
2. Heat phase B to 80°C with constant stirring.
3. Add phase A to phase B and stir until the mixture is well incorporated.
4. As soon as temperature decreases to 45°C, add phase C and stir until the mixture is completely homogeneous.
5. Adjust pH with a citric acid 10% solution.

# Hair Unidose: Sleek and Smooth Hair

PG014-12BRA14

## How to get a glossy and smooth effect?

Combine **Lustrex™** and **MiruStyle™ MFP** for an effective frizz control and a shiny hair appearance.

Phase	Item (INCI NAME)	w/w%
A	Deionized water	q.s.p. 100,00
	<b>Versaflex™ V150</b> Steareth-100 (and) Steareth-2 (and) Mannan (and) Xanthan Gum)	1,60
	<b>Incromectant™ AMEA 75</b> (Acetamide MEA)	4,00
	Disodium EDTA	0,05
B	<b>Crodamol™ SFX</b> (PPG-3 Benzyl Ether Ethylhexanoate)	5,00
	<b>MiruStyle™ MFP</b> (Hydroxypropyl Trimonium Hydrolyzed Corn Starch (and) Water (aqua))	1,00
C	<b>Lustrex™</b> (Polyquaternium-70 (and) Dipropylene Glycol)	4,00
	<b>VisCaress™ HPD</b> (Polyquaternium-37 (and) Hydrogenated Polydecene (and) and Trideceth-6 (and) Water)	3,00
	Preservative	q.s.

## Method:

1. Mix phase A until Versaflex V150 is completely homogenized.
2. Add Phase B to Phase A and stir.
3. Add Phase C, adjust the pH if necessary.

# Hair Reconstruction Unidose

PG069-13-BRA1

## Do not cut it!

Thanks to this unidose the damaged lipid layer of the cuticle are replenished, decreasing the effects of chemical treatments and environmental stress for a great daily look.

Phase	Item (INCI NAME)	w/w%
A	<b>Incroquat™ Behenyl TMS-50</b> (Cetearyl Alcohol and Behentrimonium Methosulfate and Butylene Glycol)	2,50
	<b>Cutissential™ Behenyl 18-MEA</b> (Behentrimonium Methosulfate (and) C10-40 Isoalkylamidopropylethyldimonium Ethosulfate (and) Cetyl alcohol)	0,85
	<b>Crodazosoft™ DBQ</b> (Quaternium-91 (and) Cetrimonium Methosulfate (and) Cetearyl Alcohol)	1,15
	<b>Crodamol™ STS</b> (PPG 3 Benzyl Ether Myristate)	1,00
B	Deionized water	q.s.p. 100,00
	Propylene Glycol	3,00
	Dissodium EDTA	0,10
C	<b>Keravis™</b> (Aqua and Hydrolyzed Vegetable Protein PG-Propyl Silanetriol)	1,00
	Preservative	q.s.

## Method:

1. Heat phases A and B separately around 80 °C.
2. Slowly add phase A in phase B with stirring. Keep under heating for 5 minutes.
3. Cool with stirring and add phase C when it reaches approximately 40 °C.
4. Adjust the pH with citric acid in the range 3.00 to 3.50.

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