# Blue Ingredients Trend Book



Ingredients that inspire

# EDITO

The sea is a source of beauty that has inspired for many years.

As a supplier of raw materials, Seppic offers a range of ingredients from the marine world called Blue Ingredients. These ingredients are not only limited to brands whose DNA is rooted in the marine universe but also to all others willing to discover it.

In this sense, this trend book is divided into 3 archetypes that represent the major trends in the cosmetics industry. It invites to explore marketing concepts around Blue Ingredients with illustrative and inspirational formulas. It's an inspiring toolbox for creative and technical teams working in cosmetic products development.

.. Take a dip into the deep!

# Summary

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# About Blue Ingredients

Blue ingredients are cosmetic ingredients obtained from marine and maritime resources: seaweeds, seawater, salt, maritime plants.

Blue ingredients are continuously used in various cosmetics products, highlighting the diversity of their benefits.



Sources: (1) Google searches between 2012 and 2021 worldwide by Google Trends / (2) Data from Mintel GNPD

In 2021, Blue Ingredients are used in cosmetic products all over the world, especially in Europe. Asia PACIFIC (34.2%)

In 2021, Blue Ingredients are mainly used in skin care, but not only:

EUROPE

(41.3%)



SKIN CARE

PRODUCTS







Uses of

in cosmetics

Blue Ingredients



AMERICA (3.3%)

------ INDIA, MIDDLE EAST &

AFRICA (2.7%)



ARE SOAP & BATH CTS PRODUCTS COLOUR COSMETICS PRODUCTS

Blue Ingredients are the subject of many efficacy studies, resulting in numerous patents:

Between 2018 & 2019,

15% of ACTIVE PATENT PUBLICATIONS were related to Blue Ingredients **3x MORE** than the 10 PREVIOUS YEARS The **GROWTH** of **BLUE INGREDIENTS** is set **TO CONTINUE**, especially in Skin Care

# Marine treasures

The ocean holds countless treasures for cosmetics, not only in its depths but also on the foreshore & coastline offering multiple benefits for the body.

These treasures are full of nutrients, with an incredible biological richness that are perfectly compatible with those of our skin. From this marine world, 3 types of treasures can be found: blue, green & white golds.

# Seaweeds: — the Blue Gold

### Seaweeds include a wide range of microalgae & macroalgae

• 3 main families of seaweeds, distinct by colour: green, red or brown algae. The colour is due to seaweeds pigment content, such as chlorophyll, carotenoids or phycobiliproteins.

• Some seaweeds can be very undemanding and thrive in stressful environments. Seaweeds cope with many variations: alternating periods of immersion and emersion, strong UV exposure, wave movements, strong variation of salinity, desiccation, etc.

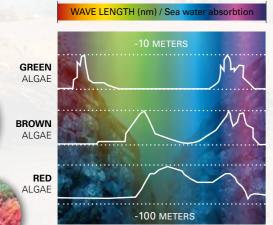
#### • Seaweeds are also distinct by their size.

**Microalgae** are microscopic seaweeds invisible to the naked eye. They are typically unicellular species. **Macroalgae** are visible to naked eye, they are pluricellular and their size can vary until meters long. They generally live fixed to a support thanks to holdfast.

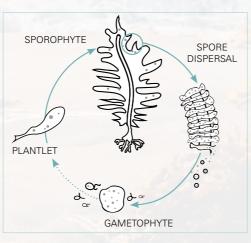
# • Some species of macroalgae have a particular reproductive cycle consisting of 2 distinct parts.

The step of **spore germination** gives a gametophyte, which produces male and female cells. The **latter after fertilization** gives a plantlet which evolves into a sporophyte and produces spores to start the cycle again.

### Seaweeds repartition in marine depths



### Macroalgae reproductive cycle



# Maritime plants: <u>the Green Gold</u>

Maritime plants include a large number of species growing on the coastline

#### Maritime plants are halophytes.

BLADE

STIPF

HOLDFAST

The soil and atmosphere of the coastline is particularly **salty**. The large majority of plant species are glycophytes and are fairly easily damaged by salinity. **Only 2% of plants are halophytes**. They naturally grow in a saline, rocky or sandy and windy environment thanks to hairs on the roots that **absorb water and mineral salts**.

• Some maritime plants are precious and their harvest is regulated or not authorized at all to help protect them.



A real source of inspiration at the service of beauty!

> Salt: *the White Gold*

### Seawater is a rich source of salts

Seawater is often considered as marine plasma, with great benefits for the body.

Did you know?

• A 15-minute bath in seawater is beneficial. It helps to capture certain ions that will cross the skin barrier and reach the blood capillaries to be distributed to the various tissues.

 Indeed, seawater is loaded with salts, dissolved gases and suspended solids. It contains a very rich variety of both flora and fauna.

In particular, the mean seawater salt concentration
 equals 35g/kg and is very rich in ions:
 sodium, magnesium, calcium, potassium,
 strontium, chloride, sulfate, bicarbonate,
 fluoride, etc.

of macroalgae have been identified worldwide, only 50 of them are used in cosmetics for their amazing skin care properties.

If more than 30,000 species

Macroalgae

anatomy

HALLUS

The world of algae has not yet revealed all its secrets!



Archetype	p.07

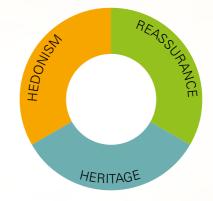
Driven by the major trend of healthy living, meaning the reconnection with oneself, combining self-realization and well-being.

### PROFILE

Aspiration to a hedonistic lifestyle made of essential pleasures for a physical and mental well-being.

Interested in ancestral and traditional rituals that have endured over time.

**Essentialist consumption** and concerned about its impact on health.



### **BEAUTY MOTIVATIONS**



BENEFICIAL BEAUTY RITUALISTIC ROUTINE

- SAFE AND NON-CONTROVERSIAL INGREDIENTS
- PLAYFUL TEXTURES

With benefits proven by many traditional uses over time and rhyming with relaxing moments, Blue Ingredients are a pledge of wellness beauty.



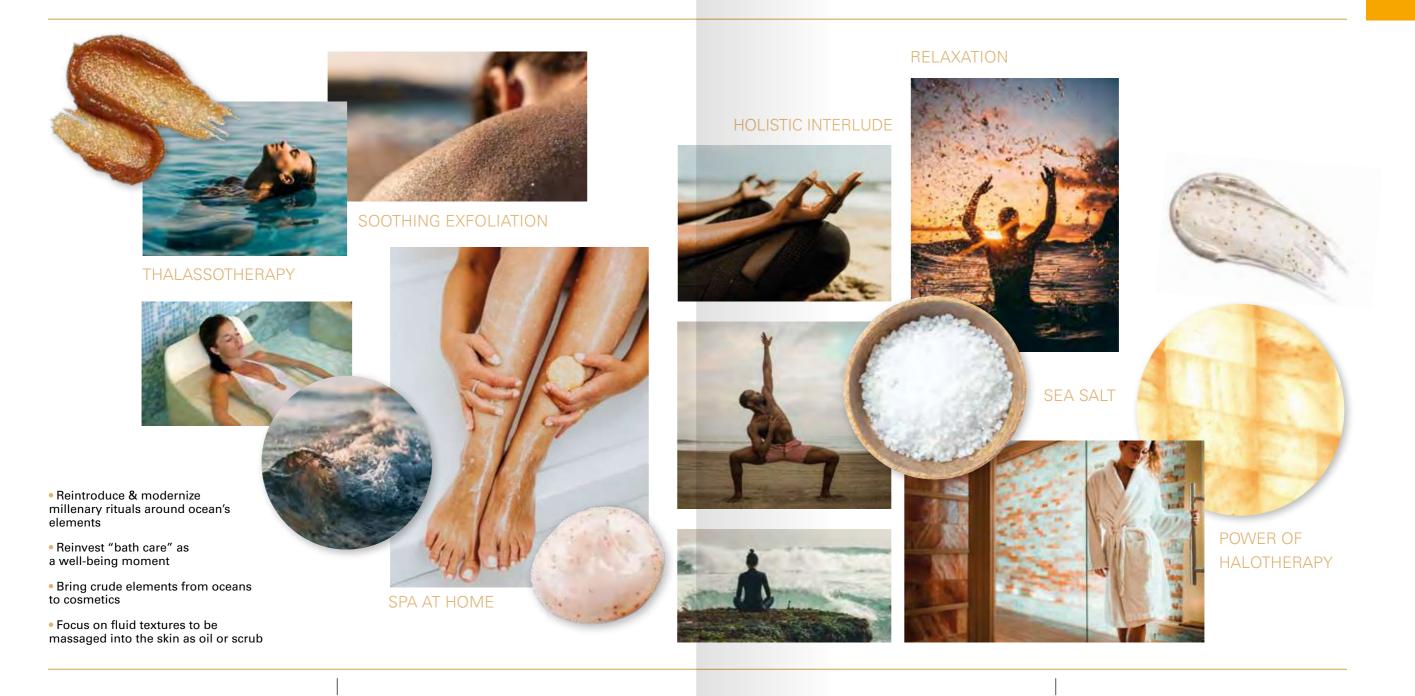
# Sea Bathing

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Since the dawn of time, marine elements have been considered as a resource of choice for health and wellness. Indeed, Egyptian, Greek and Roman populations already used the healing, relaxing and revitalizing properties of seawater and salt.

In a space where wellness takes an increasing importance, this concept invites to revisit ancient rituals around the ocean's elements.

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# Sea Bathing / Inspiring formulas

# **BLOW OFF STEAM SCRUB**

### **MICRO ALGUE 80**

Is a **natural fine powder** composed of **silica skeletons** of *diatoms microalgae*. Its particle size is perfectly suitable for **scrubbing sensitive areas** (face).

It acts as an **exfoliant** thanks to its **diatoms**, which have a cylindrical structure, silicium content and that allow high liquid absorption.

- Skin Care Exfoliant, Soft-feel effect

### **SEL GRAIN™**

#### Is *sea salt* collected in France.

Well-known and recognised over time, it is composed of small crystals suited to scrub the body and the face. In massage applications, it enhances well-being. \_\_\_\_\_\_\_Skin Care Exfoliant, Revitalizing

# SHOWER OIL

#### **FLAKES OF CHONDRUS CRISPUS**

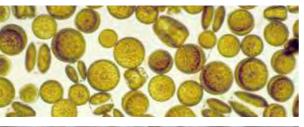
Are **heterogeneous small pieces** (<5mm) of the **red seaweed** *Chondrus crispus* harvested in Brittany.

The particle size is suitable for **scrubbing the body**.

As marine raw material, the flakes bring an **appealing visual** either in bar soaps or in a liquid, reminding a **seaweed infusion**.

Skin Care Exfoliant

# A scrubbing face cream, inspired by ancestral steam bath & halotherapy rituals





### An oil-to-lotion "seaweed-infused" scrub, to reinvent bathtime & bring spa at home



A	Aqua/Water Glycerin Benzyl Alcohol - Benzoic Acid - Dehydroacetic Acid - Tocopherol	Up to 100% 3.00% 1.00%	
В	NaOH solution	Up to pH= 5-5.5	
С	MONTANOV™ L EMOSMART™ V21 Ethylhexyl Polyhydroxysteara SEPIMAX ZEN™ SOLAGUM™ AX	3.00% 8.00% te 1.50% 1.50% 0.50%	
D	MICRO ALGUE 80 SEL GRAIN™ Parfum/Fragrance	<b>10.00%</b> <b>10.00%</b> 0.20%	• SO • SEI • EM



with freshness and leaving a soft finish on skin.

SOLAGUM<sup>™</sup> AX and MONTANOV<sup>™</sup> L allow to stabilize the emulsion.
 SEPIMAX ZEN<sup>™</sup> also stabilizes the emulsion and suspends the particles.
 EMOSMART<sup>™</sup> V21 brings a fresh texture with a soft finish and a matt veil.

A	Prunus Amygdalus Dulcis Oil EMOGREEN™ L19 LANOL 99 LANOL 14M	64.60% 15.00% 10.00% 5.00%
В	FLAKES OF CHONDRUS CRISPUS Tocopherol Parfum/Fragrance	<b>4.30%</b> 0.10% 1.00%



**Texture** A **transformative oil-to-lotion** with suspended pieces of seaweeds, to be applied at the end of the shower and **easily rinsable**, that leaves the skin soft and non-oily.

• EMOGREEN<sup>TM</sup> L19 is a bio-sourced and biodegradable emollient that efficiently replaces silicone oils. Combined with sweet almond oil, it lightens its oily texture while giving a fresh and gliding touch. • LANOL ingredients easily emulsify oil in a light lotion, support the rinsability of the formula and contribute to the pleasant sensoriality.

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# ANHYDROUS SCRUB

### **GULF STREAM SEA WATER**

Is *atomized seawater*, born from the warm *Gulf Stream* - the feeder vein of ocean - crossing the Atlantic ocean and collected in the *Bréhat Archipelago*.

Old source of well-being, this seawater is atomized and it's **30x more concentrated** than classic sea water in **minerals and oligoelements**.

Acts as a **marine nutritive reservoir**, with ocean minerals and oligoelements, first elements of life.

Skin Care Remineralizing

An exfoliating balm to be applied on wet skin before rinsing for a real moment of pleasure.



A	Glycerin	70.20%
B	MONTANOV™ 82 EMOGREEN™ L15	1.00% 4.00%
C	FLUIDANOV™ 20X SEPIMAX ZEN™	1.00% 1.50%
	Glycolic Acid Lactic Acid	1.00% 0.50%
E	Sodium Hydroxide	0.50%
≥ ⊵ F	Cocos Nucifera Oil	1.00%
	SEPICALM <sup>™</sup> VG WP	2.00%
	CODIAVELANE <sup>™</sup> BG PF	2.00%
	Parfum/Fragrance	0.30%
	SEL GRAIN™	7.00%
	<b>GULF STREAM SEA WATER</b>	2.00%
G G	FLAKES OF CHONDRUS CRISPUS	6.00%



Texture | An exfoliating gel composed of salt and algae with a honey touch, as an enveloping, protective and nourishing veil.
 EMOGREEN™ L15 is an easily biodegradable alternative to volatile silicone oils that provides a smooth finish on the skin.
 SEPIMAX ZEN™ is a versatile polymer that helps stabilize the formula.

# Vitamin Seaweed



Widely consumed in some Asian countries and studied in many industrial fields, seaweeds are interesting raw materials for health and beauty. Sharing some similarities with terrestrial plants, seaweeds hold potent metabolites.

As consumers look more and more for new natural and reliable ingredients, this concept invites to consider seaweeds and their metabolites.

# INVIGORATING





MELTING FRESHNESS



**SEA PEPS** 



• In the manner of terrestrial plants, explore the invigorating powers of seaweeds and their metabolites

**BENEFICIAL WAVES** 

 Investigate seaweeds recognized in different fields or cultures for their health benefits

• Bet on claims centered on skin health: protection, reinforcement, detoxification

• Focus on light, fresh and transformative textures: jelly, cream gel, gel-to-water



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# Vitamin Seaweed / Inspiring formulas

# MARINE BODY SERUM

### **SCULPTOSANE™**

Is an extract of Scenedesmus obliquus green microalga, native to the desert and widely investigated in food, medicine and cosmetic fields.

It has a **detoxifying** and **cell energizing activity**.

It improves skin firmness and elasticity.

Body care Firming

*A detoxifying and firming body light cream that melts onto* skin to overwhelm the body with a wave of freshness



A	Aqua/Water <b>HYDRALIXIR™ LD</b> C.I. 42053 C.I. 15985	Up to 100% <b>5.00%</b> 0.05% 0.05%	
B	EMOGREEN™ L15 Caprylic/Capric Triglyceride SEPINOV™ EMT 10 SEPIMAX ZEN™	5.00% 5.00% 0.80% 0.30%	
С	Preservative Phenylpropanol - Propanediol - Caprylyl Glycol - Tocopherol Parfum/Fragrance SCULPTOSANE <sup>TM</sup>	1.00% 0.50% 0.10% <b>1.00%</b>	Texture   A fresh creater really aqueous in contact with s • SEPINOV™ EMT 10 allows to create and state bringing a satin, fresh and gliding sensation.



eam gel, that becomes skin and quickly dries. abilize the cream gel while

# FRESH WATER DROP

### **ANTILEUKINE 6**<sup>™</sup>

Is an extract of the Laminaria ochroleuca brown seaweed also known as the Golden seaweed.

The Golden seaweed is exposed to strong environmental stress, leading to the secretion of different metabolites. It is composed of loliolide, a molecule found in algae and plants with antioxidant and protective properties.

This ingredient reinforces skin structure and protects against various external stress. It immediately soothes and moisturizes the skin.

Skin care Soothing, Moisturizing

A glossy body lotion to cool down rapidly the skin while moisturizing, soothing and reinforcing it



4 	Aqua/Water	Up to 100%
3	EMOGREEN™ L19	10.00%
	ANTILEUKINE 6™	2.00%
	EPHEMER™	1.00%
	Parfum/Fragrance	0.20%
	SEPINOV™ WEO	0.70%
•	Preservative	1.00%
•	FD& C Blue#1 Solution 1%	0.06%
	FD& C Yellow#5 Solution 1.0%	0.02%





Samples are available upon request. See contact details on the back cover.



# Sea Vegetable Garden

Marine coastline hosts many halophytic plants. Some of these plants used to be eaten in ancient times. Left out of the table, these plants are very close to vegetables. In a quest of essentialism and authenticity, this concept invites to a back-to-the-roots and put back into the spotlight old maritime vegetable plants.



# Sea Vegetable Garden / Inspiring formulas

# CONDITIONING MASK WITH VEGETABLE OILS

#### **INULA HC**

Is an extract of the Golden samphire, adapted to dry hair and scalp.

It offers benefits for the hair fiber: shine. smoothness. hair lipidic barrier reinforcement and better hair colour uptake (tested in colouring shampoo).

At the same time, it demonstrates antioxidant, energizing effects and lipid replenishing properties for the scalp.

Native to Western Europe and the Mediterranean region, the young shoots, leaves & flower buds of the plant are edible. It used to be pickled or cooked, most often used as a relish.

Hair care Shine, Smoothing

*An unctuous and rich conditioning mask enriched with* several vegetable oils that hydrates and smoothes hair



Aqua/Water Glycerin	Up to 100% 3.00%	SAMPLES
LANOL 2681 Caprilic/Capric Triglycerides Butyrospermum Parkii Simmondsia Chinensis (Jojoba) Seed Oil	3.00% 2.00% 1.00% 3.20%	available
Glyceryl Stearate MONTANOV™ 68 MB EMOGREEN™ L19 Distearoylethyl Dimonium	2.00% 3.00% 5.00%	
Chloride - Cetearyl Alcohol Tocopherol SOLAGUM™ TARA	1.00% 0.05% <b>0.80%</b>	
AQUAXYL™ INULA HC Glycerin - Aqua - Aloe	1.50% 2.00%	Texture   An unctuous and ric oil-in-water emulsion, formulated wit COSMOS approved ingredient
Barbadensis Leaf Juice Hydrolat Oranger Fleur Parfum/Fragrance	1.00% 18.00% 0.20%	<ul> <li>SOLAGUM™ TARA is a natural gum that texturizes and thickens the emulsion.</li> <li>MONTANOV™ 68 MB from vegetable origin, creates a rich and smootexture and also supports scalp moisturization over time.</li> </ul>
Benzyl Alcohol - Benzoic Acid Dehydroacetic Acid - Tocophero NaOH 6%	l 1.00% 0.28%	• EMOGREEN™ L19, a bio-sourced alternative to silicones oils, eas the product spreading and leaves hair soft and shiny.

# PRECIOUS HAIR OIL

with a hair serum or mask, enriched with oils of precious resources

### SEA SATIN™

Is an antioxidant extract of the Sea beet, also called the Wild spinach. It demonstrates natural conditioning benefits for hair such as shine and volume.

Very ancient vegetable, the leaves of the Sea beet have been eaten since prehistoric times. Ancestor of the sugar beet or the chard, nowadays, its genetic resource is considered precious, containing more resistance genes to stressful conditions like challenging climate conditions or biological stress.

Hair care Shine, Volume

\*Naturality profile according to ISO 16128 norm

A 99.6%<sup>\*</sup> of natural ingredients oil to mix and match



А	LANOL 2681	48.60%	SAMPLES
	EMOGREEN™ HP 40	5.00%	
	Limnanthes Alba (Meadowfoam) Seed Oil	5.00%	
	Cocos Nucifera	20.00%	
	Simmondsia Chinensis Seed Oil	20.00%	
	Parfum/Fragrance	0.20%	
	Tocopherol	0.20%	
	SEA SATIN™	1.00%	Texture   A non-greasy oil, leaving a velvety after-feel.
			• EMOGREEN <sup>™</sup> HP 40 bio-sourced emollient, is a sustainable alternative to heavy silicones that brings comfort & curl definition to hair.

Samples are available upon request. See contact details on the back cover.

# The Ocean LOVER

Archetype	p.:
PATRIOTIC BLUE	
NEO-ECOLOGY	

Driven by the major trend of better living, meaning the reconnection to others and to the planet, which reinvents the paths of innovation and creates purpose.

PATRINIO

### PROFILE



Driven by a responsible consumption mindset.

Aspiration to honour its local patrimony and preserve it.

BEAUTY

# **BEAUTY MOTIVATIONS**





SUPPORTIVE APPROACH

FRUGAL ROUTINE

INGREDIENTS

PRODUCTS

CONSCIOUSLY-DESIGNED

SUSTAINABLY-SOURCED

MULTI-APPLICATION

AND MULTI-BENEFITS

Symbol of the climate emergency challenges and of the sustainable management of environmental resources, **Blue Ingredients** are a pledge of conscious beauty.

REASON



# Patriotic Blue

Marine and maritime landscapes host many treasures but still need to be preserved. As consumers demand greater transparency from their purchases, this concept invites to honor local population and marine resources, with a focus on sustainability and traceability.



# Patriotic Blue / Inspiring formulas

# I MULTI-BENEFITS MARINE SERUM

### **NATIVE ESSENCE™**

**CODIAVELANE™ BG PF** 

comfortable.

alga with a velvety appearance.

Is an oily extract of Crithmum maritimum, also known as Sea fennel.

It offers a global protection and oxygenation, resulting in a radiant skin.

This halophytic plant grows in the salty and rocky soils of the Breton coast, thanks to its particular composition in lipids.

In Brittany, its harvest is regulated and occurs after its flowering in summer. It is picked by hand, from cultivation or from the wild, without fully cutting the plant and respecting the roots for renewal.

Skin care Radiance

# I 1 SEAWEED, 2 SUSTAINABLE FORMULAS!

Is an extract of *Codium tomentosum*, a small green

It moisturizes, smoothes and makes the skin more

This seaweed binds to exposed rocks and grows in

It is sustainably harvested by hand in Brittany. The

harvest occurs only in winter when the seaweed

is not covered by epiphyte organisms. Moreover,

because of the regular storms in winter, the harvest

natural water cells within the infralittoral zone.

# **I SUSTAINABLE MINIMALIST MILK**



1%* natural ingredients ad minimalist milk, ing care of the skin and the planet!	
ANSPAKENI	
JNDATION	
%* natural ingredients	
nimalist jelly foundation	
capsules, to offer a fun	
	ad minimalist milk, ing care of the skin and the planet! ANSPARENT JNDATION %* natural ingredients nimalist jelly foundation eapsules, to offer a fun

A 98.6%<sup>\*</sup> of natural ingredients face serum

with multi-benefits ingredients

and sustainable make-up routine!

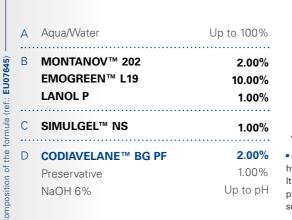
A	Aqua/Water Glycerin Potassium Sorbate Pentylene Glycol	Up to 100% 2.00% 0.10% 3.00%
В	ORAMIX™ CG 110 HYDRALIXIR™ LD	0.50% 50.00%
С	SOLAGUM™ AX EMOGREEN™ L19	1.50% 5.00%
D	ANTILEUKINE 6 <sup>™</sup> NATIVE ESSENCE <sup>™</sup>	2.00% 1.00%
	Glycerin - Aqua - Aloe Barbadensis Leaf Juice	<sup>5</sup> 1.00%
	Parfum/Fragrance	0.20%
	Tetrasodium Glutamate Diacetate	0.20%
E	Citric Acid	0.30%



formulated with COSMOS approved ingredients.

• SOLAGUM<sup>™</sup> AX is a combination of natural origin gums and efficiently stabilises the formula

• EMOGREEN<sup>™</sup> L19 is a biodegradable emollient of plant origin. It promotes glide from the serum during application and leaves a soft, powdery finish on the face.



A	Aqua/Water	Up to 100%
В	SEPIMAX ZEN™	0.60%
С	CODIAVELANE™ BG PF	2.00%
	Preservative	0.50%
	Pentylene Glycol	5.00%

D Titanium Dioxide - Zea Mays (Corn) Starch - Mannitol - Microcrystalline 2.00% Cellulose - Iron Oxides (C.I 77492) -Iron Oxides (C.I 77491) - Hydrogenated Lecithin - Iron Oxides (C.I 77499)

Mannitol - Iron Oxides (C.I 77491) -Iron Oxides (C.I 77492) - Iron Oxides (C.I 77499) - Hydrogenated Lecithin - 0.50% Titanium Dioxide Aluminium Dioxide -Polymethyl Methacrylate



**Texture** A fluid cream gel with a light and soft skin feel, with multi-functional ingredients to guarantee minimalism.

 MONTANOV<sup>™</sup> 202 is an emulsifier derived from vegetable origin. It also hydrates the skin overtime • EMOGREEN™ L19 is a bio-sourced emollient. It leaves a comfortable afterfeel and allows to decrease the quantity of preservatives. It also improves the appearance of the skin: more hydrated, softer and smoother.



Texture | A transparent gel with suspended coloured capsules that break during application and leave a comfortable tinted veil onto skin.

> Samples are available upon request. See contact details on the back cover.

• SEPIMAX ZEN<sup>™</sup> creates a transparent gel & allows the suspension of different capsules containing pigments. It brings an optimum playtime during application & leaves a veil supporting tint lasting.

\*Naturality profile according to ISO 16128 norm



# Neo Ecology

The ocean is a place to protect. But this vast ecosystem has triggered awareness alternative ways of sourcing, production and consumption. By thinking about a smarter way to source from the ocean - either eco-designed or alternative ways - this concept invites to explore a new ecology where sustainability and efficiency go together.



# Neo Ecology / Inspiring formulas

High quantity of

lab-engineered botanical

cells in a controlled and

sterile environment.

# **ABOUT CELTOSOME™ TECHNOLOGY**

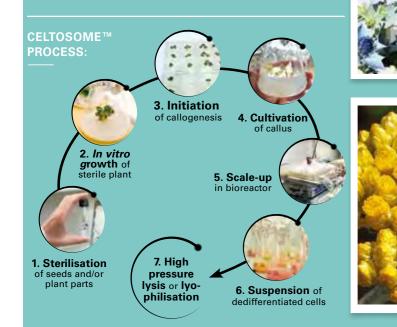
Allows the cultivation of dedifferentiated cells of maritime plants in laboratory from only a small piece of the plant (seed, leaves, ...) in order to offer sustainable active ingredients.

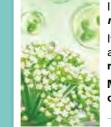
Dedifferentiated plant cells are "native cells" that can renew themselves and can turn into different cell types, thus being responsible for the organ differentiation of the plant and its growth. They simultaneously manage the primary (necessary for essential functions) and secondary (necessary for adaptation to external stress) metabolisms, generating each specific molecules.

### Benefits of the technology:

A sustainable process which aims to collect small part of the plant without any cultivation surface.

Each undifferentiated cell potentially contains all of the plant's components!







Is a pure cells powder from Crithmum maritimum plant, also called Sea fennel.

It acts on the prevention of skin aging and cutaneous pigmentation, for a more radiant skin.

More than 1 billion cells/gram of active ingredient!

Face care Lightening, Moisturizing

# **CELTOSOME™ ERYNGIUM MARITIMUM**

Is pure Eryngium maritimum plant cells.

It acts on multiple factors of skin aging and helps to improve the firmness of the skin and a full skin renewal.

Also known as the Sea holly, this halophytic plant is protected in Brittany.

More than 100 million cells/gram of active ingredient!

Face care Firming

### **HYDRACHRYSUM™**

Is a lysat of Helichrysum stoechas plant cells.

It ensures intense and long-term hydration by increasing the number of lacunae in the epidermis, and breaks the vicious cycle of Inflamm'dryness™.

Also known as the Everlasting plant, this maritime plant grows on Brittany coasts and is protected.

More than 1 million of lysed cells/gram of active ingredient!

Face care Moisturizing

#### **HYDRALIXIR<sup>™</sup> LD**

#### Is cellular water of the Laminaria digitata seaweed.

This brown macroalga is naturally filled with water, which ensures the functionality of its mucilage and gives elasticity and resistance to the seaweed to face ocean currents. The organic seaweed is sustainably harvested at its peak of the water level, when the mucilage production is the highest, from April to November.

Cellular water is obtained with an energy-efficient process, as a by-product of different industries. A smart alternative to fresh water that helps to reduce the water footprint of cosmetics!

Water Upcycled water



# OCEAN GEL MASK

A	Aqua/Water AQUAXYL™ Methylpropanediol	81.80% <b>1.50%</b> 8.00%
В	SEPIMAX ZEN™ SEPINOV™ EMT 10	1.00% 1.00%
С	EMOGREEN™ L15 Dimethicone 100cSt	<b>1.00%</b> 1.00%
D	SEASHINE <sup>™</sup> CODIAVELANE <sup>™</sup> BG PF CELTOSOME <sup>™</sup> CRITHMUM MARITIMUM Preservative Parfum/Fragrance "Cucumber" Mica - Stearoyl Glutamic Acid FD&C Blue No.1 solution 0.1% w/w	1.00% 2.00% 0.10% 0.20% 0.20%

# FRESH MELTING SERUM

 ()	А	SIMULGEL <sup>™</sup> NS	2.35%
10/43	В	Aqua/Water Up t	to 100%
ne tormula (ret.: EL	С	EMOGREEN <sup>™</sup> L15 CELTOSOME <sup>™</sup> CRITHMUM MARITIMUM CELTOSOME <sup>™</sup> ERYNGIUM MARITIMUM JUVENESSENCE <sup>™</sup>	5.00% 0.10% 0.05% 1.00%
composition of t.	D	Preservative Parfum/Fragrance Triethanolamine 6%	1.00% 0.20% 0.14%

# WASTE LESS LOTION

A	MONTANOV™ 202 LANOL 2681 EMOGREEN™ L15	2.00% 7.50% 7.50%
B	SOLAGUM™ AX SOLAGUM™ TARA	1.00% 0.10%
C	Aqua/Water	Up to 100%
D	HYDRALIXIR™ LD	5.00%
	Preservative HYDRACHRYSUM™ Aqua/Water SEPIFINE™ BB Parfum/Fragrance	1.00% <b>1.00%</b> 5.00% <b>1.00%</b> 0.05%

A bright blue mask that brightens and moisturizes, like a refreshing wave of hydration for your skin!



% Texture A light cream gel with a fresh and gliding sensation. % • EMOGREEN<sup>™</sup> L15 is a non polar high purity vegetable alternative to volatile silicone oils, it is a biodegradable and bio-sourced emollient % and is conformed to Cosmos and Natrue.

> A 97.7%\* of natural ingredients and minimalist face serum, with potent and pure plant cells

Texture   A minimalist cream gel
with a fresh, light and aqueous skin feel that <b>melts</b> onto the skin thanks to a unique polymer.
onto the skin thanks to a unique polymer.
• SIMULGEL <sup>™</sup> NS provides a sensation of freshness followed by a melting
effect on the skin (velvety softness feeling).

# A lotion with ingredients obtained from smart sourcing for multiple applications, combining efficiency and sensoriality



% • SEPIFINE<sup>™</sup> BB is a texturizing powder sourced from the mesocarp of Babassu nut, a by-product of kernel and shell, for a zero waste approach. It % provides a soft and velvety skin finish while creating a pleasant playtime. % • The association with **MONTANOV™202** gives a unique gliding sensation and a powdery and soft finish in a formulation.

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# The Scientist DIVER

FUTURA SEAWEED ...... p.36

# Archetype

ROFILE

Driven by the major trend of super living, meaning the connection to science and technology that pushes the boundaries of possibility.

### Aspiration to an **ambitious** and creative lifestyle.

Love to **experiment** and to be transported into new worlds with an **intellect** dose of boldness and inventiveness



**BIO-ENGINEERINGS** 



BREAKTHROUGH APPROACH AUGMENTED BEAUTY

LAB-BORN INGREDIENTS

SOLUTIONS

2011-TONNI

INTELLECT



to take care of skin

# Underwater Fantasia

The challenge of biomimicry is to create products by mimicking nature's functions. Exploring sea fauna and flora with this approach allows to reveal unexpected mechanisms and molecules of interest for the cosmetic industry.

As consumers expect both efficient and surprising cosmetics, this concept invites to explore the mysteries of the ocean.



**EXTRA-ORDINARY** SEAWEEDS

MARINE BIOMIMICRY





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**CURIOUS SENSORIALITY** 



# Underwater Fantasia / Inspiring formulas

# **COSMOS SKIN BLISS**

### ASPAR'AGE™

Is an **extract** of *Asparagopsis armata*, a red seaweed also known as *Harpoon weed*.

In the ocean, some animal species communicate with each other through the release of chemical compounds found in seaweed they feed on. Sea Hare warns of a danger associated with the release of a very low concentration of specific molecules, mycosporine-like amino acids, found in *Asparagopsis armata*.

With **an approach of biomimicry**, the composition of ASPAR'AGE<sup>™</sup> is standardized in mycosporine-like amino acids. It **regulates contagious aging**: the phenomenon of aging due to the communication from senescent to young cells through the release of many molecules.

Face Care Anti-aging

# ALGAE SPAGHETTI MAKE UP REMOVER

#### **JUVENESSENCE™**

Is an **extract** of *Alaria esculenta*, also known as Arctic kelp.

It **downregulates the progerin** of mature skin and assures a detoxifying action. It **improves skin elasticity** and firmness.

The seaweed is very long as it can grow up to 2 meters long. It can live in very wavy conditions without breaking thanks to its network of elastic fibers, composed of proteins and phycopolysaccharides.

Face Care Firmness

# I PURE CLEAR ENERGIZING SERUM

### **BIOPLASMA™ BG**

Is an **extract** of *Scenedesmus obliquus*, the *Sahel microalga*.

It shows cell detoxification, anti-aging and moisturizing properties.

The green microalga has an **original morphological and pigmentary equipment**. Thanks to its structure, when the environment is becoming dangerous, it maintains in dormancy for survival and reactivates its activity when conditions are more favorable.

-Face Care Anti-aging, Moisturizing, Energizing

A 98.6%\* of natural ingredients multi purpose cream, that evolves from thick to aqueous and enriched with an ingredient inspired by marine biomimicry.



### A biphasic make-up remover with a fun spaghetti shape inspired by seaweeds to cleanse skin and bring freshness and vitality



An expert care serum combining the simplicity of appearance, the technicality of texture and the efficacy of a miraculous microalga



Aqua/Water	Up to 100%
SOLAGUM™ TARA	0.25%
SOLAGUM™ AX	0.75%
ASPAR'AGE™	2.00%
AQUAXYL™	3.00%
Preservative	1.00%
Colourant	0.037%
FLUIDANOV™ 20X	3.00%
Polyglyceryl-3 diisostearate	2.00%
LANOL 2681	3.00%
ANTILEUKINE 6™	2.00%
Parfum/Fragrance	0.06%



obtained thanks to the patented GELTRAP<sup>™</sup> technology.

GELTRAP<sup>™</sup> is a technology for producing gel-in-oil emulsions, with a water-rich gelled internal aqueous phase radically different from traditional emulsion. The emulsion obtained brings sensations of wellness and has anti-dehydrating and emollient properties. Its process of obtention helps to save energy.
 The combination of FLUIDANOV<sup>™</sup>20X, SOLAGUM<sup>™</sup> TARA and SOLAGUM<sup>™</sup> AX creates this surprising texture with a high level of naturality.

AL	GAE GEL	
A	Aqua/Water	Up to 1009
	Agar	0.40%
	SEPINOV™ EMT 10	0.40%
	SOLAGUM™ TARA	0.65%
	Colourant	0.32%
В	Aqua/Water - Butylene Glycol - Laminaria Saccharina Extract	1.00%
	Preservative	1.00%
SP	RAY (OILY PHASE)	

C EMOSMART™ L19 EMOSMART™ V21 JUVENESSENCE™ AD



### Texture | A biphasic gel.

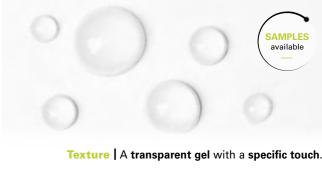
• The texture of solid, elastic and stable jellified spaghetti is obtained thanks to **SOLAGUM™ TARA and Agar.** • **SEPINOV™ EMT 10** helps in the formation of a delicate extra light milk when the product is rubbed on the moistened skin.

Aqua/Water Glycerin	Up to 100% 2.00%
SEPIMAX ZEN™ SEPINOV™ EMT 10	0.75% 0.75%
PEG-40 stearate	1.00%
AQUAXYL™ BIOPLASMA™ BG Preservative Parfum/Fragrance	<b>3.00%</b> <b>1.00%</b> 0.24%
	Glycerin SEPIMAX ZEN™ SEPINOV™ EMT 10 PEG-40 stearate AQUAXYL™ BIOPLASMA™ BG

2.50%

2.50%

2.00%



• The association of SEPIMAX ZEN<sup>™</sup> and SEPINOV<sup>™</sup> EMT 10 allows the formulation of a translucent gel. • SEPIMAX ZEN<sup>™</sup> brings a rich, velvety and elegant skin feeling. • SEPINOV<sup>™</sup> EMT 10 gives a supple gel & an easy pick-up, with a satin touch and fresh glide-on.



# Futura Seaweed

Oceans host many rare resources, either ephemeral or very small species that can't be naturally accessible. However, the progress of technology allows to unlock their power in a sustainable way. As consumers are more and more interested in sustainable technologies, this concept invites to consider blue biotechnology and the opportunities it opens for cosmetics.



# Futura Seaweed / Inspiring formulas

# **ABOUT CELEBRITY™ TECHNOLOGY**

**CELEBRITY**<sup>TM</sup> is a **biotechnology** allowing the cultivation of microscopic macroalgae in laboratory, in order to offer sustainable seaweed-based active ingredients.

# Benefits of the technology:

A limited impact on biodiversity: only one drop of seawater is taken off and allows to isolate many species that will be cultivated.

#### **Opening new possibilities:** the technology allows the high production of industrial biomass of rare and non abundant microscopic macroalgae.



### **EPHEMER™**

Is an extract of Undaria pinnatifida gametophytes obtained from CELEBRITY<sup>™</sup> technology.

Gametophytes, the few-week ephemeral form of the alga in its life cycle, are described in the bibliography as richer in the antioxidant fucoxanthin than the sporophyte.

On one hand, EPHEMER<sup>™</sup> has a 150 times higher fucoxanthin content than conventional extracts of Undaria pinnatifida, which is also more stable. On the other hand, it has a superior efficiency in strengthening the antioxidant capacity of the skin, with an innovative and systemic approach.

Face care Antioxidant



# **CONTACTICEL™**

Is an extract of Acrochaetium monoliforme, a very small seaweed living on others. Due to its small size (between 60µm and 2cm) the seaweed is little known.

It was shown to limit excessive sebum production of skin exposed to polluted atmosphere and to reduce the ozonolized squalene.

It allows skin protection against pollution and offers protective effects of immunity against urban dust.

Face care Dermopurifying

# **SKIN CARE**

А	Aqua/Water Glycerin	Jp to 100% 3.00%
В	MONTANOV <sup>™</sup> 202 EMOGREEN <sup>™</sup> L15 Cetyl Palmitate Prunus Amygdalus Dulcis (Sweet Almond) Oil Caprylic/Capric Triglyceride	3.50% 5.00% 2.00% 3.00% 12.00%
С	SEPILIFE™ NUDE	1.50%
D	EPHEMER™ Tocopherol Benzyl Alcohol - Dehydroacetic Acie Parfum/Fragrance Lactic Acid	<b>1.00%</b> 0.05% d 0.80% 0.10% Up to pH

**I SUSTAINABLE ANTIOXIDANT** — A 98%<sup>\*</sup> of natural ingredients ready-to-go comfortable care cream for face and body, enriched with sustainable and smart ingredients



#### Texture | An oil-in-water emulsion, bringing smart comfort care.

• SEPILIFE<sup>™</sup> NUDE is a 61% of natural origin thickener. It stabilizes the emulsion and provides a gliding feeling during the application and an ultra smooth finish.

• MONTANOV<sup>™</sup> 202 emulsifies and promotes liquid crystals, for a long lasting skin hydration. It brings a non-greasy skin feel to the formula.

	0 0 0 /- +	l la ta 1000/
A	Aqua/Water	Up to 100%
	Preservative	1.00%
	ORAMIX <sup>™</sup> CG 110	0.50%
	CONTACTICEL™	1.00%
в	KOH – 50% solution	Up to pH 5.0 - 5.5
С	EMOGREEN™ L19	6.00%
	Glyceryl Linoleate - Glyceryl Oleate - Glyceryl Linolenate	3.00%
	Sweet Almond Oil	3.00%
	<b>EPHEMER</b> <sup>™</sup>	1.00%
	Parfum/Fragrance	0.50%
)	SOLAGUM™ AX	2.50%
	Glycerin	3.00%
	AQUAXYL™	1.50%

GREEN DAILY LIGHT CREAM GEL -

- A lightweight and natural cream gel,

# with no compromise on efficacy!



Texture | A cream gel.

• SOLAGUM<sup>™</sup> AX is a smart acacia-coated xanthan gum, derived from renewable and safe sources. It helps to stabilize the oily phase without any emulsifier and gives a soft non-tacky skin feel.

\*Naturality profile according to ISO 16128 norm

Samples are available upon request. See contact details on the back cover.

# Index

# **Blue Ingredients**

Function:

Emulsifiers

Active Ingredients

ANTILEUKINE 6™	Caprylic/Capric Triglyceride - Laminaria Ochroleuca Extract Xylitylglucoside - Anhydroxylitol - Xylitol	Ø	<b>.</b>		🚯 мв	9	0	×
	Yulitulalucasida - Anhydrayulital - Yulital					-		100.000
AQUAXYL™	Ayntyigideoside Annyaroxyntor Ayntor	Ø	-		۲	۵	Ø	6
ASPAR′AGE™	Aqua/Water - Propanediol*- Asparagopsis Armata Extract *Plant-based & Renewable	Ø		in de la companya de	🚯 мв	9	Ø	2
CELTOSOME™ CRITHMUM MARITIMUM	Crithmum Maritimum Callus Culture Filtrate	Ø	<b>.</b>		۲	96	0	2
CELTOSOME <sup>™</sup> ERYNGIUM MARITIMUM	Eryngium Maritimum Callus Culture Filtrate	Ø			۲	96	) Ø	×
CODIAVELANE™ BG PF	Butylene Glycol* - Aqua/Water - Codium Tomentosum Extract *Plant-based & Renewable	Ø			۵	) (	0	2
CONTACTICEL™	Aqua/Water - Butylene Glycol* - Hydrolyzed Rhodophyceae Extract *Plant-based & Renewable	Ø	1		۵	) چ	) 🏈	
EPHEMER™	Caprylic/Capric Triglyceride - Undaria Pinnatifida Extract	Ø	<b>.</b>		🛞 мв	96	Ø	2
FLAKES OF CHONDRUS CRISPUS	Chondrus Crispus Powder	Ø				9	Ø	2
GULF STREAM SEA WATER™	Sea Salt	Ø	<b>.</b>			9	0	
HYDRACHRYSUM™	Aqua/Water - Glycerin - Helichrysum Stoechas Callus Culture Lysate				۲	96	0	×
HYDRALIXIR™ LD	Laminaria Digitata Water			<b>.</b>	۲	90	Ø	2
INULA HC	Caprylic/Capric Triglyceride - Inula Crithmoïde Leaf/Flower Extract		۲	•	🚯 МВ	96	Ø	2
<b>JUVENESSENCE™</b>	Caprylic/Capric Triglyceride - Alaria Esculenta Extract	Ø	<b>.</b>	iiii)	🛞 МВ	) چ	Ø	X
MICRO ALGUE 80	Diatomaceous Earth	Ø (	6			) (	0	R
NATIVE ESSENCE™	Caprylic/Capric Triglyceride - Crithmum Maritimum Extract	Ø	83.) 1	iiii)	🔘 MB	) ()	) 🇭	×
SCULPTOSANE™	Aqua/Water - Butylene Glycol - Plankton Extract * - Arginine Ferulate *Plankton Origin: (species) Scenedesmus Obliquus	Ø				۲	Ø	×
SEA SATIN™	Caprylic/Capric Triglyceride - Beta Vulgaris (Beet) Root Extract	Ø	<b>.</b>	•	MB	96	0	*
SEASHINE™	Aqua/Water - Butylene Glycol* - Alaria Esculenta Extract - Undaria Pinnatifida Extract *Plant-based & Renewable	Ø (	) 🔿	-		96	Ø	2
SEL GRAIN™	Sea Salt	Ø (	) )	<u>iiin</u>	۵	6	Ø	X
SEPICALM <sup>™</sup> VG WP	Sodium Cocoyl Amino Acids - Sarcosine - Potassium Aspartate - Magnesium Aspartate	Ø			MB	0	Ø	2

# Sensorial & Functional Ingredients

EMOGREEN <sup>™(1)</sup> HP 40	C15-19 Alkane* - Hydrogenated Polyfarnesene* *Plant-based & Renewable								e		1	1
										12	<u> </u>	
EMOGREEN <sup>™ (1)</sup> L15	C15-19 Alkane* *Plant-based & Renewable	0	ð			۲	MB	9	G	Ø	Ł	
EMOGREEN <sup>TM (1)</sup> L19	C15-19 Alkane* *Plant-based & Renewable	9	Ø	۵Ì	(iiii)	۲	MB	۹	C	Ø	V	ļ
EMOSMART <sup>TM (2)</sup> V21	C18-21 Alkane	Ø						٢	C	Ø		
FLUIDANOV™ 20X	Octyldodecanol - Octyldodecyl Xyloside	Ø		۲	<b></b>	۲	MB	٢	C	Ø	Ø	
LANOL 14 M	Myreth-3 Myristate	Ø							C	Ø	¢	
LANOL 2681	Coco-Caprylate/Caprate	Ø		(illinit)	(iiiiiii)		MB	9	C	Ø	1	ļ
LANOL 99	Isononyl Isononanoate	Ø						6	0	Ø		
LANOL P ECAILLES	Glycol Palmitate	Ø					MB	٢	0	Ø	¢	
MONTANOV™ 202	Arachidyl Alcohol - Behenyl Alcohol - Arachidyl Glucoside	0	Ø	(iiii)	mar	۲		9	C	Ø	F	ĺ
MONTANOV™ 68 MB	Cetearyl Alcohol - Cetearyl Glucoside	Ø (	ð	Ē	<b></b>	۲	MB	6	C	Ø	ŀ	ļ
MONTANOV™ 82	Cetearyl Alcohol - Coco-Glucoside	Ø		<b></b>		۲	MB	۹	C	Ø	ŀ	
MONTANOV™ L	C14-22 Alcohols - C12-20 Alkyl Glucoside	Ø		(iiii)	(iiin)	۲	MB	٢	C	Ø	F	
ORAMIX™ CG 110	Caprylyl/Capryl Glucoside	Ø		(iii)	mar	۲	MB	9	0	Ø	¢	
SEPIFINE <sup>™</sup> BB	Amylopectin				(iii)	۲		۲	C	Ø	F	
SEPILIFE™ NUDE	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer - C15-19 Alkane* - Polyglyceryl-6 Laurate* - Polyglycerin-6* *Plant-based & Renewable	Ø					MB	9	0	Ø	Ŵ	
SEPIMAX ZEN™	Polyacrylate Crosspolymer-6	Ø						6	C	Ø	1	
SEPINOV™ EMT 10	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Ø					MB	٢	G	Ø	1	
SEPINOV™ WEO	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Ø						٢	C	Ø	1	
SIMULGEL™ NS	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer - Squalane - Polysorbate 60	Ø					MB	6	G	Ø	紊	
SOLAGUM™ AX	Acacia Senegal Gum - Xanthan Gum	0	V	(iiiiiii)		۲		6	G	Ø	K	ļ
SOLAGUM™ TARA	Caesalpinia Spinosa Gum	Ø		Ē		۲		9	C	Ø	L	





REDCENT **COSMOS Approved:** raw material verified by ECOCERT GREENLIFE conform to the COSMOS Standard. COSMOS APPROVED

Verified by ECOCERT: raw material verified by ECOCERT GREENLIFE, (BERRENT) conform to the Ecocert Organic & Natural Cosmetics Standard.



1-1972708497. Contributes to the production

of certified substainable palm oil.

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HALAL Certified: raw material certified by HCS organism, officially recognized by the highest Halal authorities including MUI (Indonesia), JAKIM (Malaysia), MUIS (Singapore) and CICOT (Thailand).



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NATURALITY Profile: naturality profile according to ISO 16128 norm, is available upon request (NOC: Natural Origin Content).



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