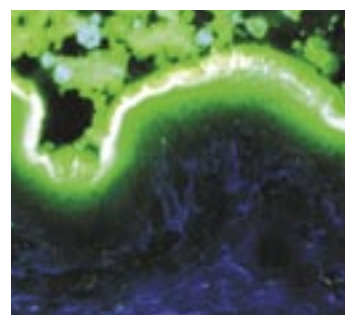


sweeten your skin, sweeten your Lips

► The **Active Powders** technology:

- a dry powder that contains up to 63% of water phase,
- to introduce water soluble actives in anhydrous systems,
- to improve the bio-availability of actives into the skin.



- Broaden your "care claims" for **2 and 1** treatment color cosmetics.

► **Active Powder Honey:**

Based on honey, containing NMF-like, hygroscopic factor to improve suppleness, softness and velvetiness of the skin.



a step forward for **color cosmetics**
to combine seduction and care

Definition

Active Powders are an innovative technology enabling the incorporation of water soluble active ingredients in anhydrous formulations for color cosmetics, to broaden the range of care claims for treatment color cosmetics.

Active Powders contain up to 70% of hydrophilic particules protected by an hydrophobic polymer. Each particule contains up to 63% of an aqueous solution of the active ingredient.

Active Powders allow a controlled release of the pre-solubilized active ingredient into the skin, by spontaneous diffusion (ex vivo test).

Active Powders can be introduced in all types of anhydrous formulations for color cosmetics and have demonstrated their ability to withstand high pressure process when introduced in pressed powders.

The origin of the word honey is to be looked for in the Sanskrit word "medhu", translation of "honey". The way the Ancient used it were very varied. Already in the antique civilizations, it was used on the cookin to give a sweetened savour to food and drinks. It also played a big role in the cure of the diseases, for example to treat burns



It was also known under the name of "melikraton" and had a very important religious value. The Holy Books, as the Bible and the Koran, so praise its virtues. In Egypt, it was considered as source of immortality and served for preserving the skin of the Pharaoh. At the Scandinavians, it gave the mead, the drink of the gods. In Babylon, the honey was offered in sacrifice to the gods when a temple was built. Finally, in Africa, it had a big importance in the rite of the birth and the death.

Active Powder Honey LS 9723 has been developed on the base of Honey.

Honey is a natural, ecological substance obtained exclusively from the concentrated and hardly modified nectar of flowers.

Its composition, very close to NMF makes it indirectly possible for bound water to play its essential part as a plasticizer, which helps:

- the suppleness, elasticity and extensibility of the skin,
- skin softness, velvetiness, turgescence and comfort
- the skin optical qualities: transparency, reflectance and brightness

Also suitable for lipstick, Active Powder Honey can be a sweet temptation for your lips.

Cosmetic application

All types of anhydrous color cosmetics formulations.

- Pressed or loose powders.
- Stick formulations: lipsticks, make-up sticks.
- Foundations: hot poured formulation of compact make-up.

Technical data

INCI Name : Water (and) Glycerin (and) Lauryl Methacrylate / Glycol Dimethacrylate Crosspolymer (and) Honey Extract (and) Dicaprylyl Ether (and) Titanium Dioxide (and) Algae Extract (and) Polyglyceryl-2 Dipolyhydroxystearate

Dose of use : 4 to 6%

Aspect : white powder with a weak odor