



Green is the new black!

*Green isn't just a trend, it is
MANDATORY!*

Nature inspired

Ingredients that inspire

What is the difference between synthetic, natural, and naturally derived?



Synthetic Ingredients:

Class of compounds that are produced by chemical synthesis, however origin and manufacture can be different

- Substances which are refined or reproduced existing in nature. Ex: pigments, minerals, etc.
- Ex: Mineral oil, petrochemicals

Natural ingredients

They are directly coming from a natural source by physical means.

Dictionary definition: Existing in or derived from nature; not made or caused by humankind.

Products can also originate from processes like fermentation.

Naturally Derived:

No std. definition, but we can say that if the starting material comes from nature, and is chemically modified into a new molecular structure,

Natural?



Organic?

Preserved?

Does it contain ANY synthetic material?

Sustainable?

Vegan?

How natural is it?



WW/North America

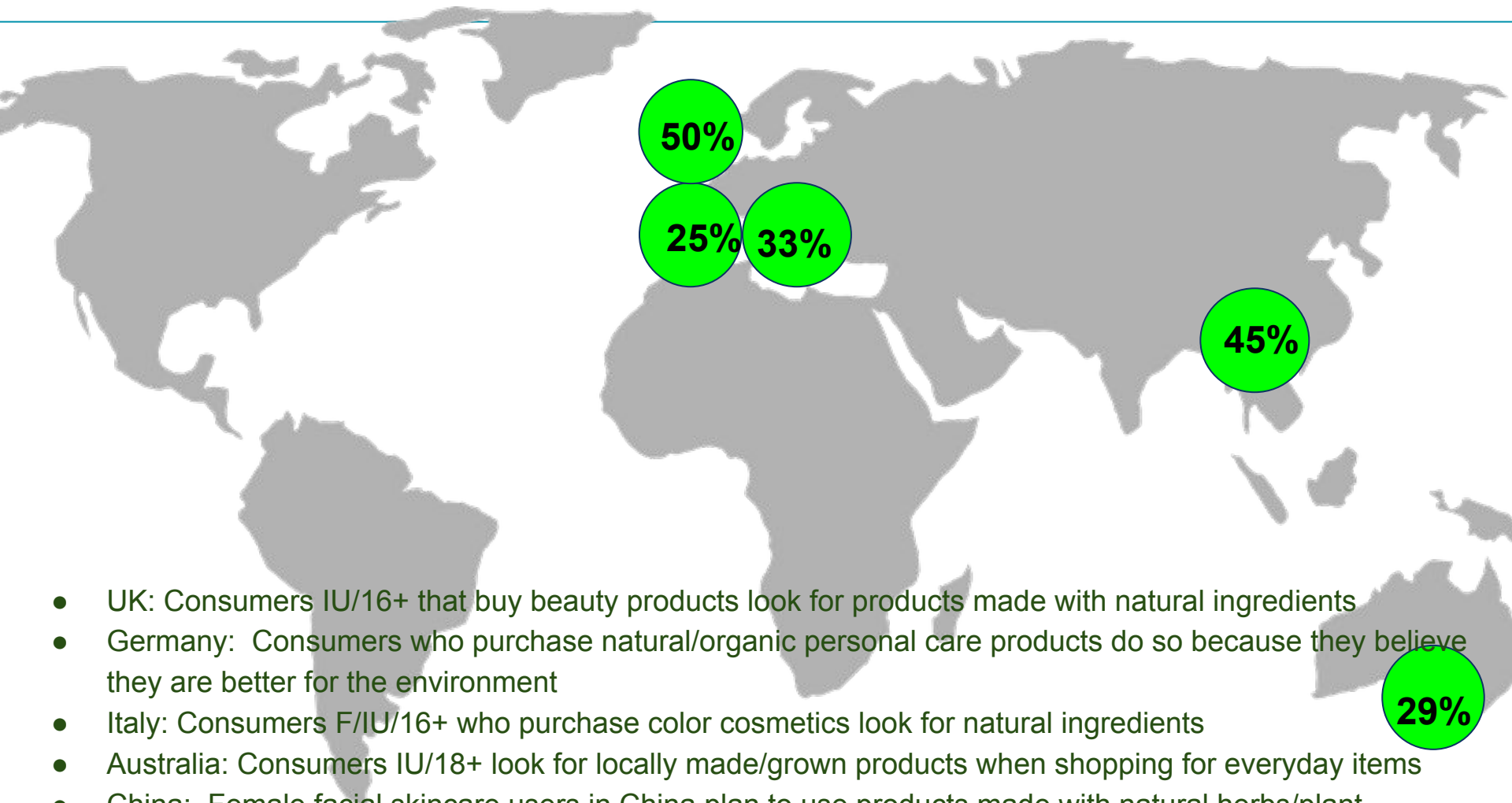
What's happening?

*How do consumers view and evaluate
natural beauty products?*

seppic

Ingredients that inspire

What's happening globally?



- UK: Consumers IU/16+ that buy beauty products look for products made with natural ingredients
- Germany: Consumers who purchase natural/organic personal care products do so because they believe they are better for the environment
- Italy: Consumers F/IU/16+ who purchase color cosmetics look for natural ingredients
- Australia: Consumers IU/18+ look for locally made/grown products when shopping for everyday items
- China: Female facial skincare users in China plan to use products made with natural herbs/plant ingredients more often to improve their skin

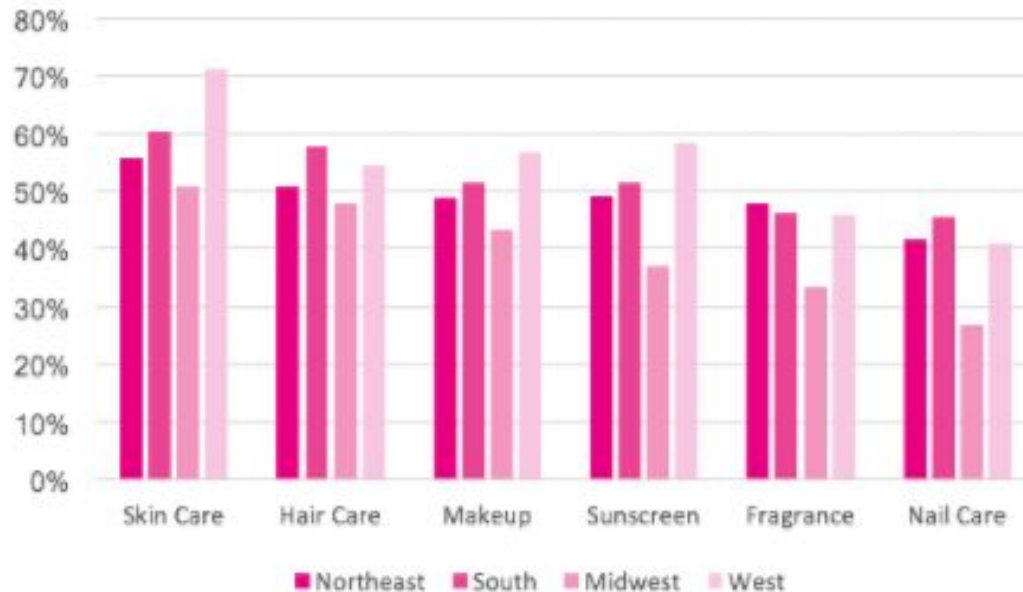
North America



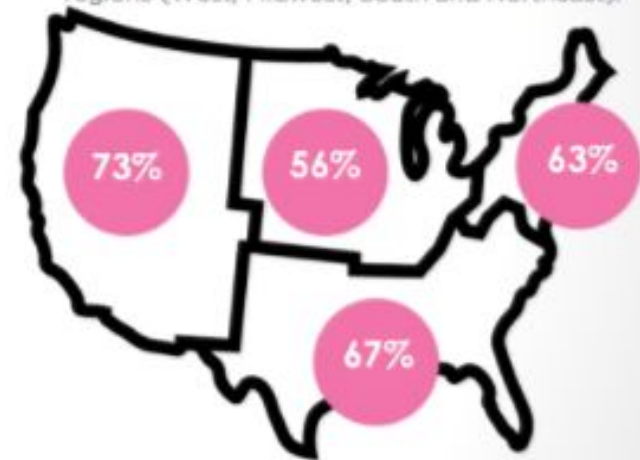
What is the natural product demand by Region?

Across all beauty categories*, 73% of women living in the Western U.S. say purchasing all-natural beauty products is important to them.

Among women who use these specific beauty categories, the percentage who say opting green is important.



Across all beauty categories, percent of all women who say opting green is important, by regions (West, Midwest, South and Northeast).



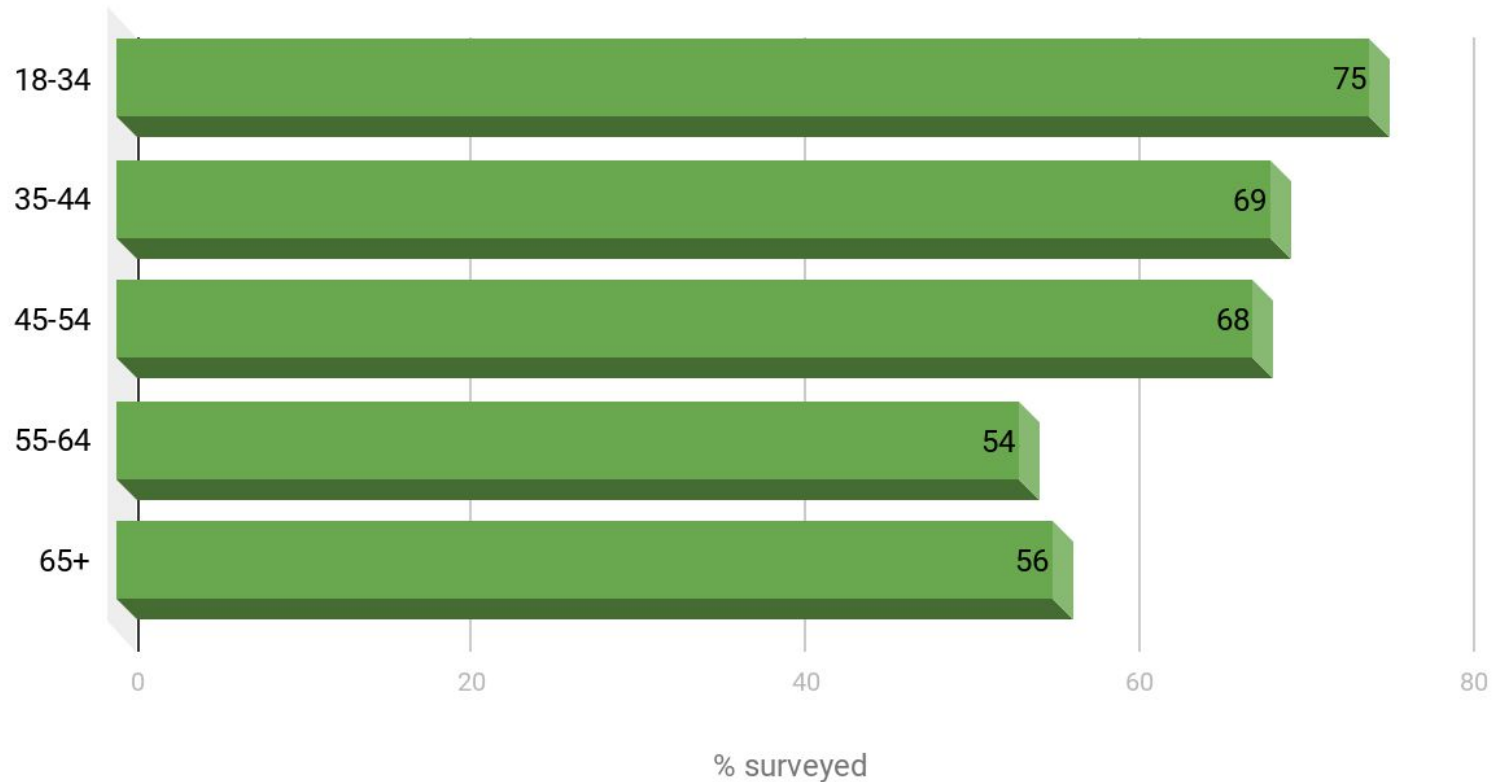
*Survey measured attitudes across several beauty product categories, including: skin care; hair care; makeup; sunscreen; fragrance and nail care.

North America

What is the natural product demand by Age?



Product Demand by Age



North America



In which category does natural matter the most?

We Asked: How important, if at all, is it to you that each of the following types of beauty products you purchase are all natural?



60% Skincare



50% Sunscreen



53% Haircare



44% Fragrance



50% Make-up



40% Nail Care

North America

What are the benefits and struggles of natural and organic labelling for consumers?



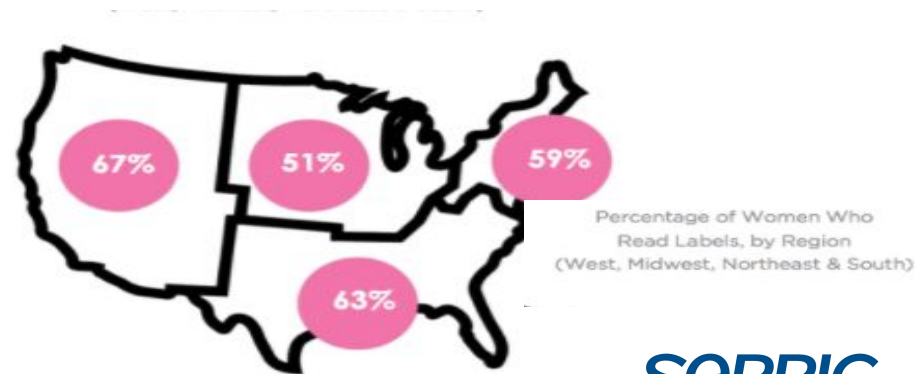
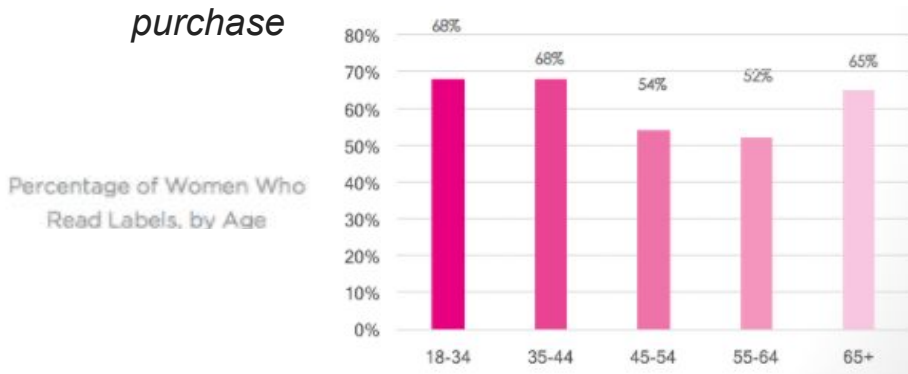
Pros

- Simplicity=Easy to read
- Brands use of a single logo on the packaging makes it easier for consumers to associate the product.
- USDA Organic logo is familiar to US consumers

Cons

- Packaging uses multiple logos
- Move to fragmentation of standards and certificates.
 - a. Originally 5 major stds EU, 8 WW were available
 - b. 2017: 20 stds. in EU and 30 WW

Survey Fact: More than half of all women believe label reading matters prior to making that purchase



How do we measure natural on our products?



NRSC
NATURAL RESOURCES STEWARDSHIP CIRCLE
IMPLEMENT GOOD PRACTICES AND RESPONSIBLE SOURCING FOR THE BEAUTY INDUSTRY



ALLIANCE FRANÇAISE
POUR UNE HUILE DE PALME DURABLE

North America

What are the top “clean product” labels viewed by generation?



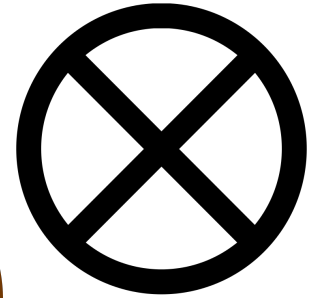
GenZ, Millennials, GenX/Boomers

Free-from claims

Not tested on animals

Botanically derived ingredients

Organic Ingredients



GenZ

Water Efficient

GenX/Boomers

Fragrance-free



North America

What are the most trusted seals wanted on natural products?



57% USDA Organic



FDA does not define or regulate the term “organic,” as it applies to cosmetics, body care, or personal care products. USDA regulates the term “organic” as it applies to agricultural products through its National Organic Program (NOP) regulation, 7 CFR Part 205. If a cosmetic, body care product, or personal care product contains or is made up of agricultural ingredients, and can meet the USDA/NOP organic production, handling, processing and labeling standards, it may be eligible to be certified under the NOP regulations.

“100% organic”: Product must contain (excluding water and salt) only organically produced ingredients. Products may display the USDA Organic Seal and must display the certifying agent’s name and address.

“Organic”: Product must contain at least 95 percent organically produced ingredients (excluding water and salt).

“Made with organic ingredients”: Products contain at least 70 percent organic ingredients and product label can list up to three of the organic ingredients or “food” groups on the principal display panel.

Less than 70 percent organic ingredients: Products cannot use the term “organic” anywhere on the principal display panel.

North America

What are the most trusted seals wanted on natural products?



30% Natural Products Association



The NPA Natural Standard is based on natural ingredients, safety, responsibility and sustainability.

- **Natural Ingredients:** A product labeled "natural" should be made up of only, or at least almost only, natural ingredients and be manufactured with appropriate processes to maintain ingredient purity.
- **Safety:** A product labeled "natural" should avoid any ingredient with a suspected human health risk.
- **Responsibility:** A product labeled "natural" should use no animal testing in its development.
- **Sustainability:** A product labeled "natural" should use biodegradable ingredients and the most environmentally sensitive packaging.

Under the Natural Standard for Personal Care Products, allowed ingredients come from or are made from a renewable resource found in nature (flora, fauna, mineral), with absolutely no petroleum compounds.

North America

What are the most trusted seals wanted on natural products?



22% Cruelty-free, 11% Leaping Bunny



Cruelty Free International works to end animal experiments worldwide. They believe there is no ethical justification for using animals in experiments.

The Leaping Bunny is the only internationally-recognised certification for cosmetics, personal care and household product brands which are not tested on animals.

To become Leaping Bunny certified companies must:

- Guarantee that no animal testing takes place at any stage of their supply chain (i.e. on their finished products, on the raw materials or ingredients these products are made up of). This includes animal testing by the company, its laboratories, manufacturers or suppliers after a **fixed cut-off date**;
- Actively **monitor their supply chains**, maintaining ongoing up-to-date records and assurances that no animal testing has been conducted after their fixed cut-off date;
- Agree to ongoing **independent audits** to ensure their continued compliance with Leaping Bunny criteria.

European labels



ECOCERT was the first certification agency to develop baselines for "ecological and organic cosmetics" (2003)



COSMOS (Cosmetic Organic Standard) is a private European label. Aims to set common minimum requirements and harmonize organic and natural cosmetic certification rules



True Friends of Natural and Organic Cosmetics

NATRUE mission is to promote and protect the natural and organic cosmetics for the benefit of worldwide consumers.

Newcomers



Newcomers

EWG

The **Environmental Working Group (EWG)** is an American environmental organization that specializes in research and advocacy in the areas of toxic chemicals, agricultural subsidies, public lands, and corporate accountability. EWG is a [non-profit organization \(501\(c\)\(3\)\)](#) whose mission, according to its website, is "to use the power of public information to protect public health and the environment".

<https://www.ewg.org/>

- Skin Deep

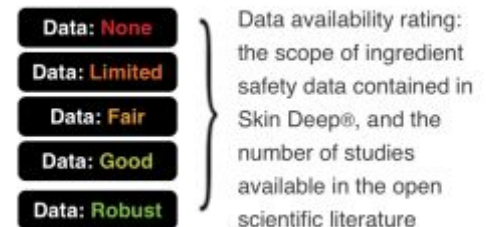
- Skin Deep is a cosmetics safety database which pairs ingredients in over 79,000 products against 50 toxicity and regulatory databases. The database is intended as a resource for consumers, who can search by ingredient or product when choosing personal care products. This database, however, has had criticism directed towards it for its questionable validity and reliability...

<https://www.ewg.org/skindeep/>

Hazard score key:



Data score key:

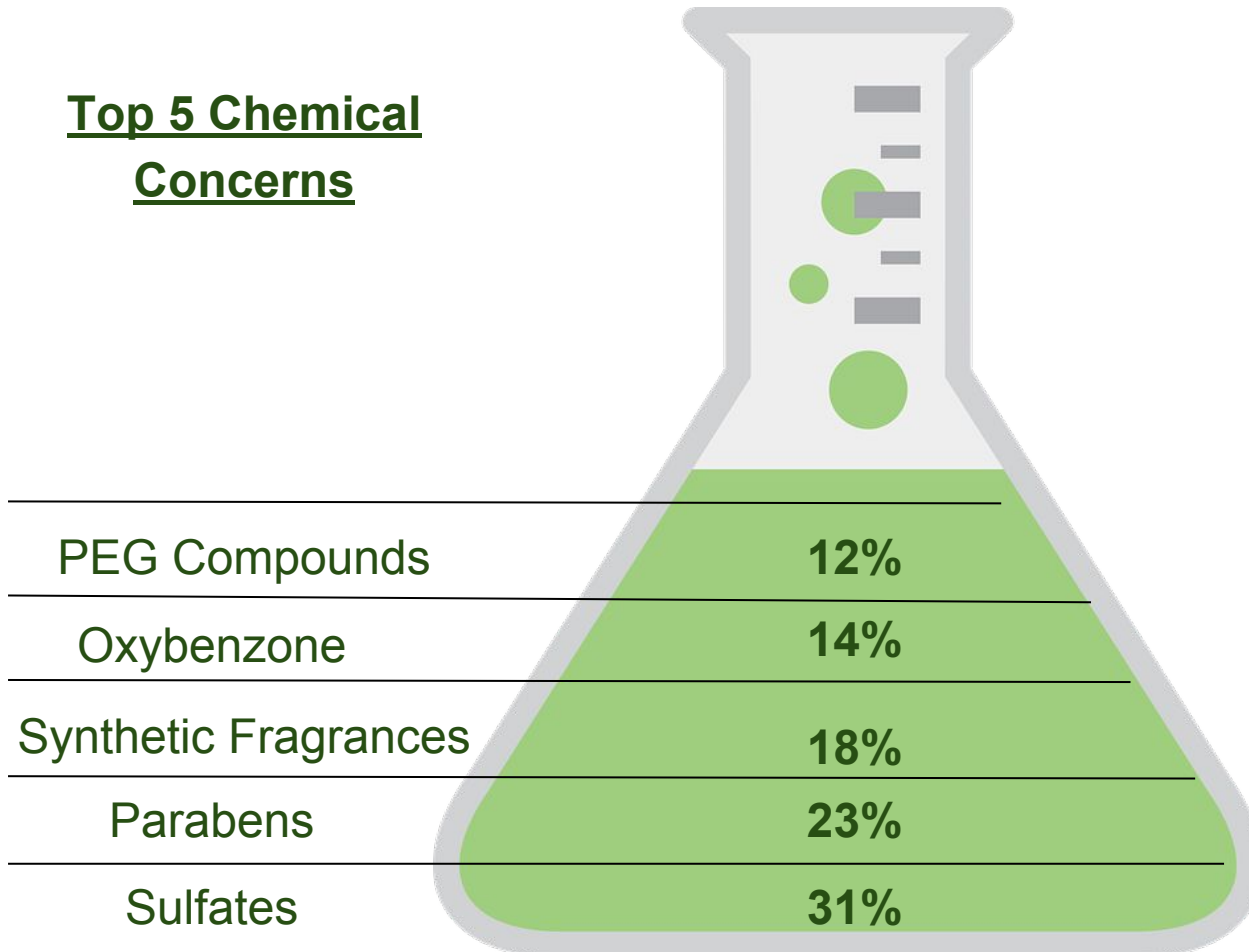


North America

What are the “dirty” ingredients on a label that are avoided?



Top 5 Chemical Concerns



The NA Natural market

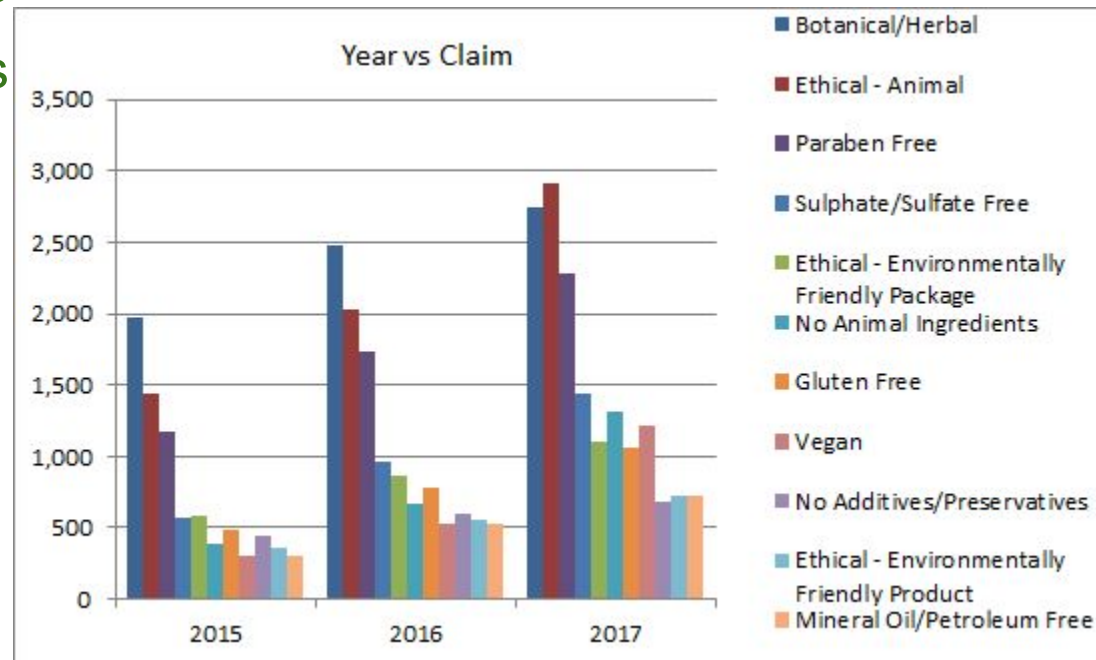


Mintel defines natural into specific categories based on claims that are made on the products.

2015: 3,126 US product launches

2016: 3,859 US product launches

2017: 4,721 US product launches



Region matches North America

Country of Manufacture matches USA

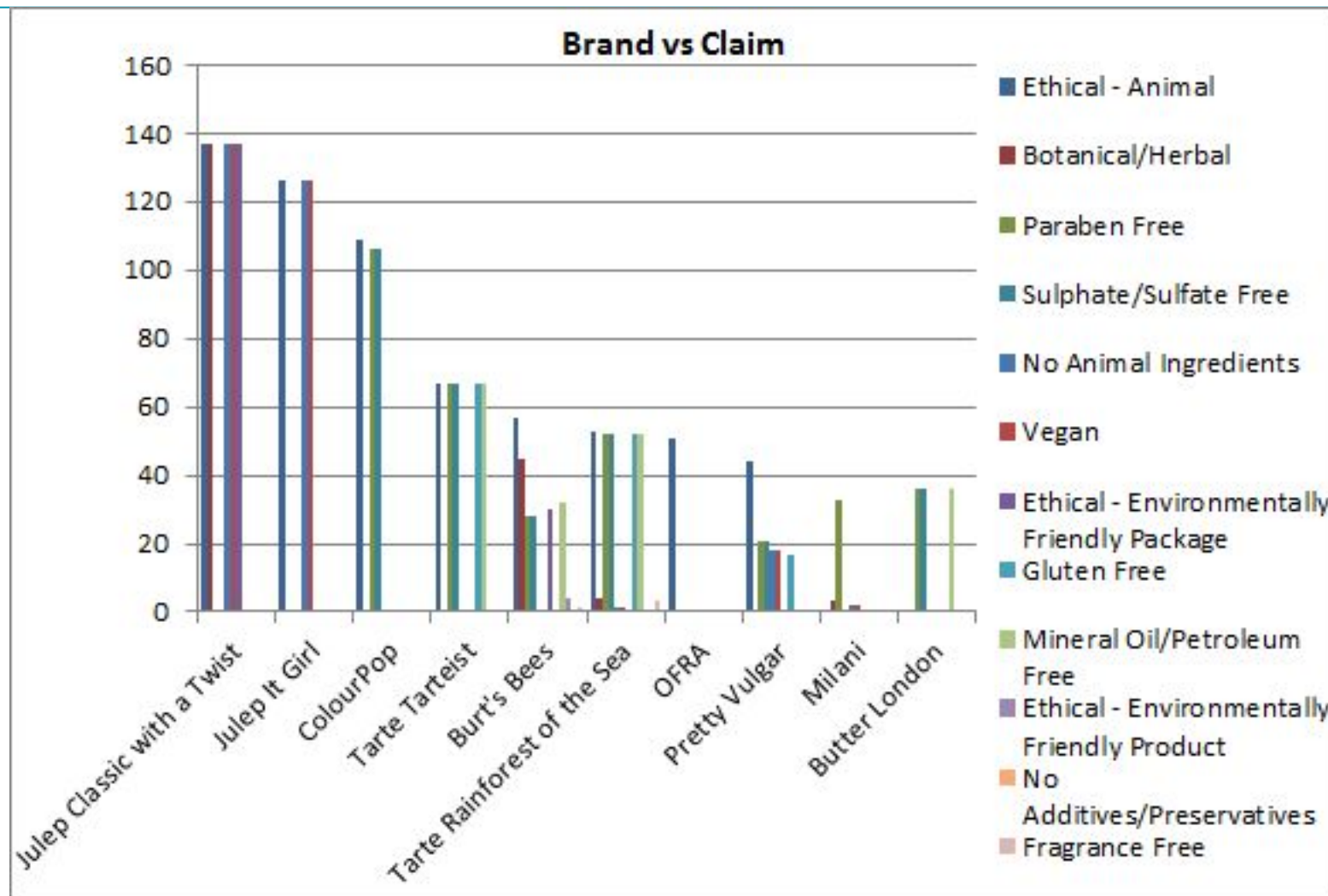
Super-Category matches Beauty & Personal Care

Date Published is within the last three complete years

Claims matches one or more of [Natural, Ethical & environmental, Free from, Gluten Free, Halal, Kosher, No Animal Ingredients, Vegan, Vegetarian] as the claim

North America

Top Brands with Natural Label Claims in 2017



Positioning is a key piece of selling Natural products



Julep: Nail Color
137 products
launched in '17



[Zoom](#)

Company: Julep Beauty

Brand: Julep Classic with a Twist

Julep Classic with a Twist Nail Color is a 5-free vegan cruelty-free nail polish product that features the strengthening power of Hexanal and antioxidants from pure green coffee extract. It is said to provide even color distribution and superior coverage with Oxygen technology that lets nails breathe. This product retails in a 0.27-fl. oz. recyclable pack and is available in the shades: Kelsey; Aphrodite; Jacqueline; Amanda; Kat; Ann; Lori; Penny; Shelby; Florence; Soraphine; Grace; Rae ... [see more](#) (ID: 4928695)

USA Jul 2017 Colour Cosmetics Nail Colour Cosmetics



[Zoom](#)

Company: Julep

Brand: Julep It Girl

Julep It Girl Nail Color features high-performance formula with breathable oxygen technology. This 5-free product is vegan, cruelty-free, and retails in a 0.27-fl. oz. pack in the shades: Lucy; Lindy; Sky; Madelynn; Lillian; Jessica; Spencer; Mila; Lizzy; Polly; Lee; Nicola; Keaton; Ming; Jylana; Janet; Emmy Lou; Barb; Linda; Something Blue; Celeste; Queen Anne; Harmony; Marta; Addison; Alyssa; Aubrey; Aurora; Beatrice; Becky; Bella; Bjork; Brandy; Calla; Candace; Catrina; Channon; Chloe; Chrissy; Coco; Colton; Cora; Danielle; Darcy; Delaney; Desiree; Diamond Theory; Ebony; Elsa; Emilie; Emmy Lou; Fifi; Fiore; Fleur; Flora; Giselle; Gladys; Harmony; Hope; Ilsa; Iris; Janae; Jet; Jonna; Josephine; Jules; Juliana; Jylana; Kami; Keaton; Kendra; Kiki; Kristjana; Layla; Ledi; Linda; Lizanne; Lola; Lucky; Madelynn; Mara; Margit; Marjorie; Marta; Marzia; Max; Maylee; Melinda; Melody; Mercedes; Mercer; Mila; Ming; Missy; Nedra; Neely; Oscar; Pam; Pamela; Paulina; Rashida; Rochelle; Rosario; Rosie; Roxy; Ryan; Sam; Scout; Shailene; Sharna; Shelly; Shenae; Signe; Sigourney; Sonia; Spencer; Suki; Summer; Tabitha; Tammi; Teri; Twiggy; Violette; Viv; Yumi; and Zoey. [See less](#) (ID: 4987731)

USA Jul 2017 Colour Cosmetics Nail Colour Cosmetics

126 products
launched in '17

Source: Mintel

Positioning is a key piece of selling Natural products



Burt's Bees

57 products launched in '17

Aloe & Coconut Oil After Sun Soother



 [Zoom](#)

Company: Burt's Bees

Brand: Burt's Bees

Burt's Bees Aloe & Coconut Oil After Sun Soother has been relaunched in a newly designed 6-fl. oz. pack with a new name (previously Burt's Bees Aloe & Linden Flower After Sun Soother). The 99.6% natural formula is described as quick-absorbing, and said to instantly replenish intensive hydration after a long day in the sun. It contains: aloe extract, to soothe; and coconut oil, to nourish and retain sun-kissed skin's natural moisture. Claimed to leave skin soft and revived naturally, the product is free from parabens, phthalates, petrolatum or SLS, and has not been tested on animals (ID: 5109971)

USA

Sep 2017

Skincare

Sun - After Sun

Source: Mintel



Formulating Solutions

Ingredients

The Green Approach

Ingredients that inspire



Polymers

Rheology Modifiers

SEPPIC

Ingredients that inspire

Traditional Ingredients vs. Green Ingredients



Polymer:

A substance that has a molecular structure consisting chiefly or entirely of a large number of similar units bonded together

Properties: Thickening & Structuring Agents

- Traditional: Nylon, plastics, etc.
 - Polyacrylates: provide great stability and structure.
- Green: Originates plants in the form of polysaccharides, starch, proteins, starch, cellulose,, etc.
 - Xanthan Gum, Guar
 - Hyaluronic Acid
 - Collagen

Natural Polymers



INCI Name: *Acacia Senegal Gum and Xanthan Gum*

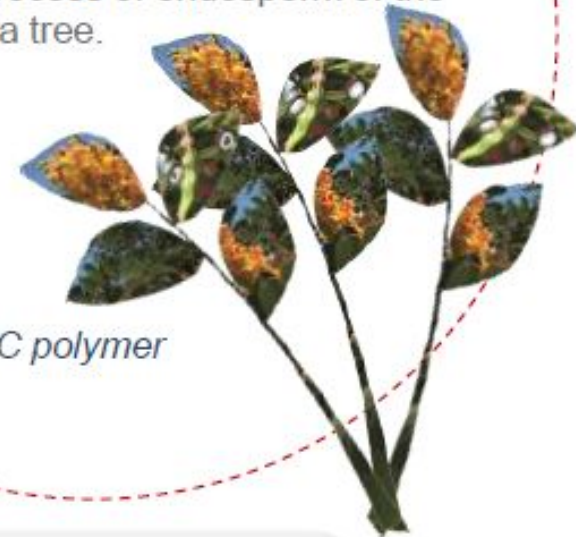
Innovative production process



ANIONIC polymer

INCI name: *Caesalpinia Spinosa Gum*

Extraction process of endosperm of the seeds of Tara tree.



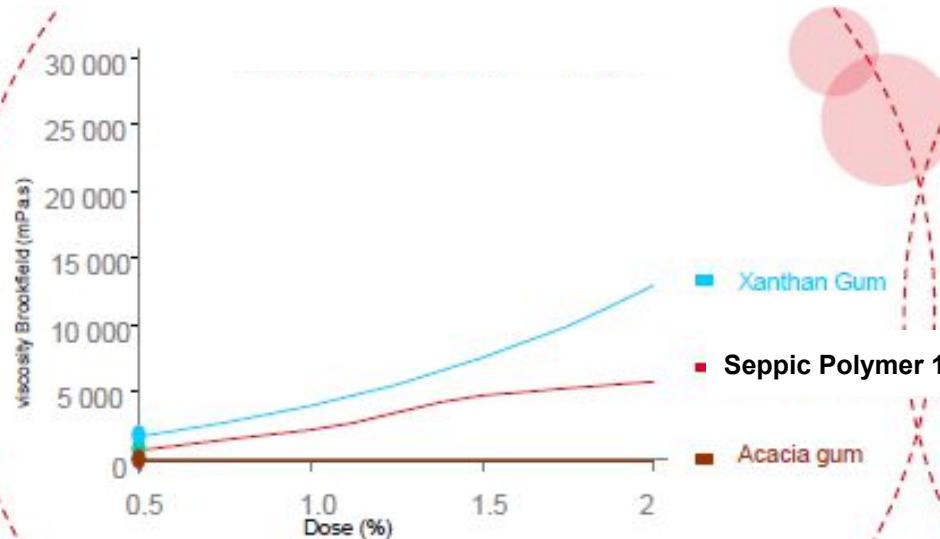
NON INONIC polymer

Natrual gum, 100% renewable source

Origin : Polysaccharides

► Natural texture enhancers, new alternatives to traditional xanthan gum

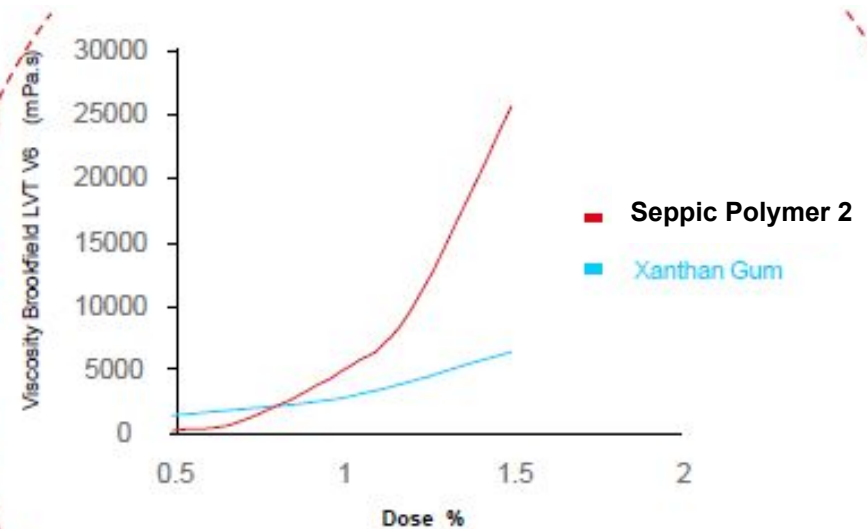
A Complimentary Offer



Visco-dose curves in an aqueous gel with demineralized water
Seppic Polymer 1 versus Xanthan Gum and Acacia Gum separately.

Control viscosity

- ▶ Excellent **stabilizer for formulas**: serum, lotion, fluid formulas...
- ▶ Suspending properties
- ▶ Application : skin & sun care, foamings



Visco-dose curves in an aqueous gel with demineralized water
Seppic Polymer 2 versus Xanthan Gum.
From 0.8 %, SOLAGUM™ TARA obtains higher viscosity.

Viscosity modulator

- ▶ Structuring gum for **high viscosity**: cream, butter...
- ▶ "Chassis behavior" with electrolytes
- ▶ Application : skin & sun care, hair care treatment

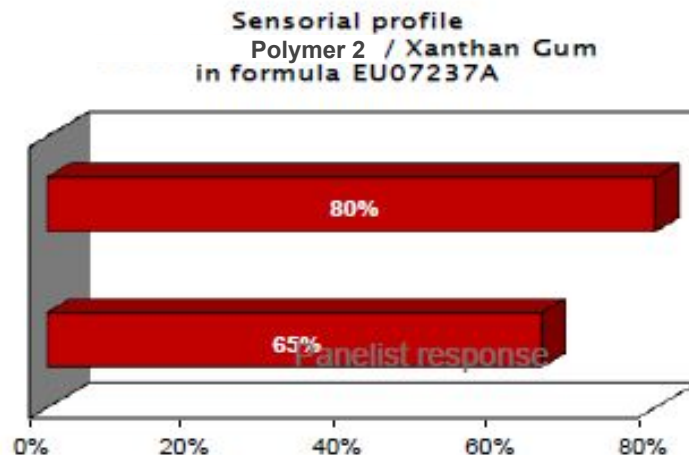
A Natural Texture Enhancer



Sensory evaluation

- 65% of trained panelists observed a **less sticky feel**,
- 80% a **less stringy texture**

Compared to the formula made with 2% Xanthan Gum at an equivalent viscosity



Sensory evaluation based on 2 formulas (emulsions) with same viscosity : 24,900 mPa.s / 6 panelists

Formula EU7237A

Polymer 2 0.8 %
or Xanthan Gum 2%

a new way to bring natural soft texture to your formulas !

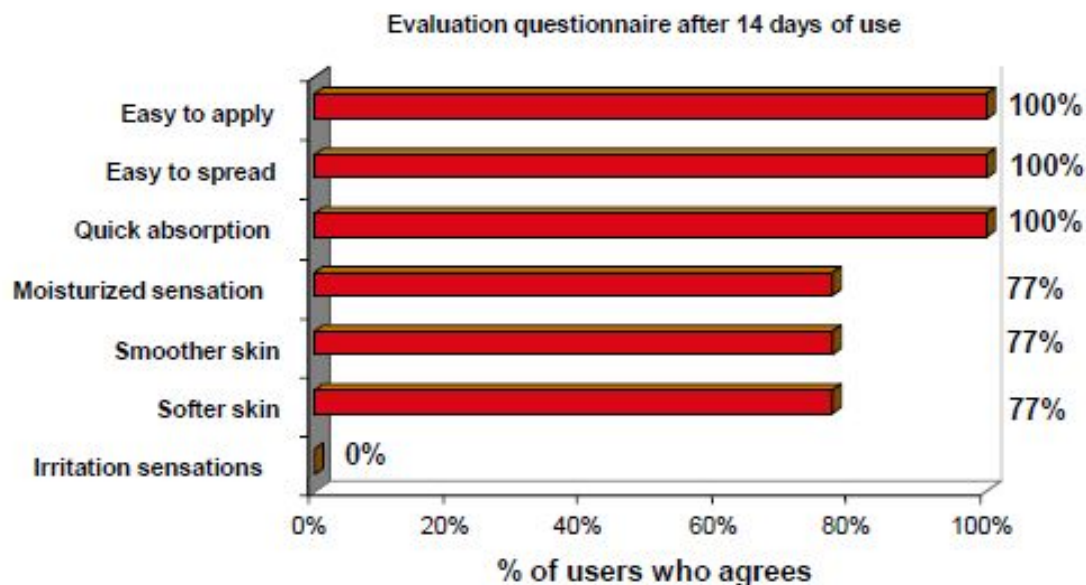
Solagum™ Range

A Natural Texture Enhancer



Use test on confort & moisturization

77% of the panelists observed a more moisturized, smoother and softer skin, after 14 days of use.



In vivo study on 20 volunteers with dry skin (<50 u.a)
2 applications on legs a day in comparison with non treated zone

Formula

Polymer 1 2 %
Capric/Capric triglycerides 20%
Water Up to 100%

For a moisturizing and supple skin perceived effect

Surfactants & Emulsifiers



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Ingredients that inspire

Traditional Ingredients vs. Green Ingredients

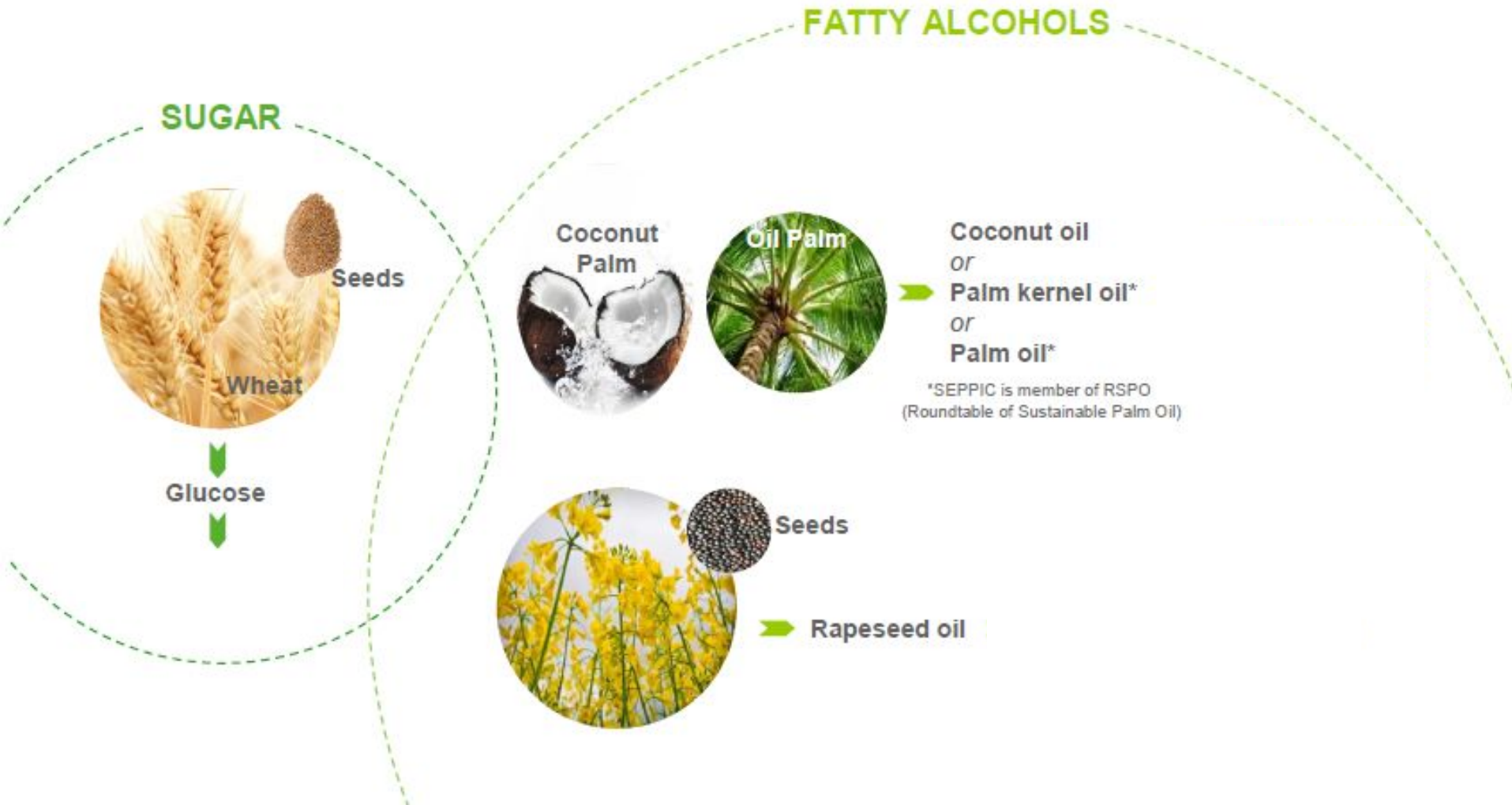


Surfactants and/or Emulsifiers:

Compounds that lower the surface tension (or interfacial tension) between two liquids, between a gas and a liquid, or between a liquid and a solid. Surfactants may act as detergents, wetting agents, emulsifiers, foaming agents, and dispersants.

- Traditional
 - Anionic: SLS, ALS from synthetic origin
- Green
 - Anionic
 - SLS: Coconut derived
 - Decyl Polyglucoside, Cetearyl Alcohol, Stearyl Alcohol, Decyl Glucoside, Sodium Cocoyl Isethionate (Coconut, Vegetable, Sugar, etc.)

Natural Emulsifier range



Innovating Sustainably

Montanov™ range



O/W Emulsifiers

INCI name	Cetearyl Alcohol & Cetearyl Glucoside	Cetearyl Alcohol & Coco-Glucoside	Arachidyl Alcohol & Behenyl Alcohol & Arachidyl Glucoside	C14-22 Alcohols & C12-20 Alkyl Glucoside



Worldwide compliance

for classical cosmetics and especially for China the products are listed in the last IECIC list published by CTFA which is the official list of approved cosmetic ingredients for Chinese authorities – details in RMID.

O/W co-emulsifiers

INCI name	Coco-Glucoside & Coconut Alcohol	Myristyl Alcohol & Myristyl Glucoside



Oils/Esters

Emollients

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Ingredients that inspire

Emollients

Biodegradable alternative to silicone oils



- Unique **high purity** alkanes
- **Readily** biodegradable
- **Vegetable origin, non GMO**
- Traceable Sourcing
- MB Starting Biomass
- “No deforestation” certificate
- **Inert** and non-polar oils
- Affordable
- **COSMOS, ECOCERT** and **NATRUE** approval

C15-19 Alkane*

C15-19 Alkane*

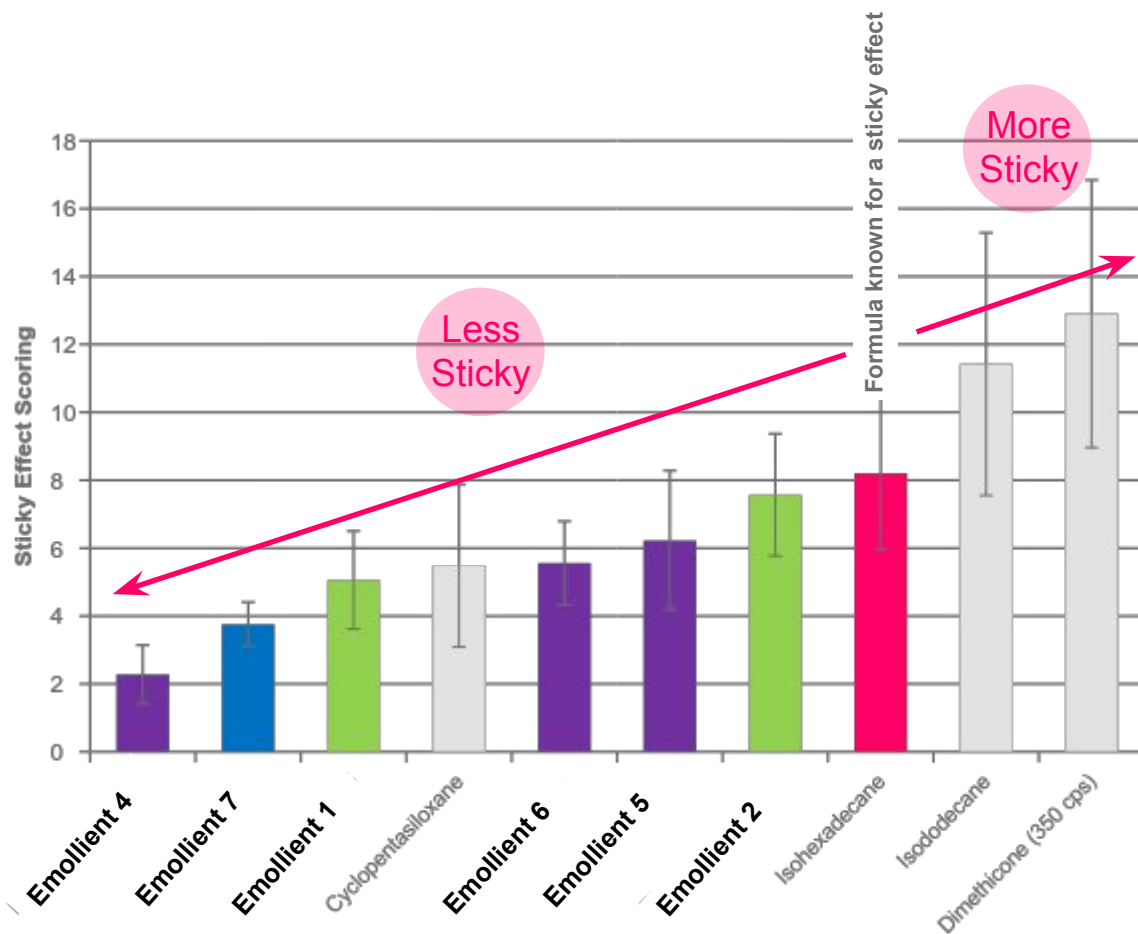
*Natural & Renewable

“A unique first refreshing & gliding sensation with a soft afterfeel.”



Green Emollients vs. silicones

Helps in tack reduction!



EMOLLIENT 1
is the perfect green
solution for a non
sticky touch

EMOLLIENT 1, has the
same profile as
Cyclopentasiloxane

Formula

A	SIMULSOL™ 165	2.00%
	Stearic Acid	0.20%
	Cetyl Alcohol	1.50%
	Emollient	5.00%
	Caprylic/Capric Triglyceride	3.00%
	Paraffin Oil	4.00%
B	Aqua/Water	Up to 100%
	Polymer	1.00%
	Glycerin	10.00%
	Conservateur/Preservative	0.5%

Natural Oils



Cucumber Oil

- Highly moisturizing for dry, dehydrated, damaged and irritated skin.
- Anti-inflammatory properties from Omega 6 fatty acids are said to help soothe eczema and psoriasis.



Sweet Almond oil

- Moisturizing; Anti-inflammatory; anti-oxidant; wound healing
- Hair: Anti-dandruff



Raspberry Seed Oil

- Rich in Vitamin E, Vitamin A, Phytosterols
- Antioxidant; Inhibits UV damage, stimulates cell repair



Avocado oil

- Rich in anti-oxidants, Omega-6
- Fights fine lines & wrinkles; reduce inflammation, heal acne, minimize scars and stretch marks.



Argan oil

- Extraordinary moisturizing properties
- Rich in Vitamin E and fatty acids which help boost cell production



Seppic Solutions

Natural Formulary

seppic

Ingredients that inspire

GREEN DAILY LIGHT CREAM GEL

BIO BY SEPPIC

US20082



A	Water	76.8%
	Benzyl Alcohol (and) Benzoic Acid (and) Dehydroacetic Acid	1.0%
	Caprylyl/Capryl Glucoside	0.5%
	Active	1.0%
B	KOH – 50% solution	0.2%
C	C 15-19 Alkane	6.0%
	Linoleic acid (and) Oleic acid (and) linolenic acid (and) polysorbate 20	3.0%
	Sweet Almond Oil	3.0%
	Active	1.0%
	Parfum/Fragrance	0.5%
D	Xanthan Gum (and) Acacia Gum	2.5%
	Glycerin	3.0%
	Active	1.5%

NATURAL HAIR TREATMENT OIL

BIO BY SEPPIC

US20084



A	C15-19 Alkane	49.0%
	Coco-Caprylate/Caprate	41.3%
	ARGAN OIL	3.0%
	AVOCADO OIL	3.0%
	ACTIVES	3.0%
	dl- α -Tocopherol	0.5%
	Parfum/Fragrance	0.2%

NATURAL SUNSCREEN

SPF30+

BIO BY SEPPIC

US20077



A	Water	49.6%%
	Glycerin	3.0%
	Active	1.5%
	Caprylyl/Capryl Glucoside	0.5%
	Preservative	0.9%
B	C 15-19 Alkane	8.0%
	Isocetyl Stearoyl Stearate	10.0%
	Cucumber oil	2.0%
C	Zinc Oxide	8.0%
	Titanium Dioxide and Stearic Acid & Alumina	8.0%
D	Cetearyl Alcohol (and)	4.0%
	Coco-Glucoside	1.0%
	Arachidyl Alcohol (and) Behenyl	0.5%
	Alcohol (and) Arachidyl Glucoside	
	Xanthan Gum (and) Acacia Gum	
E	ACTIVES	3.0%

What's happening in 2018 & beyond?



Lifestyle

- The new rural crowd (millenials) are now ready to adopt ancient rituals and traditions in the name of “fresh beauty” which can be associated with health and wellbeing

Digitalization

- Info at your fingertips, Brand Apps, Store Apps, Scanners

Farm to Face?

- Locally sourced ingredients are at a rise.

From the Garden

- Natural pigments in warm colors extracted from flowers/fruits/vegetables
 - Beetroot, Berries, Black fruits rich in anthocyanin

Into the Woods

- The forest, linked with serenity iis starting to be an essential focus for wellbeing
 - Oak Shavings, extracts (wood, leaf, root), cellulose scrubs, eco-composite wood for packaging.

Natural is in the..
Eye of the Beholder!



seppic

Ingredients that inspire

References



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SEPPIC



Thank you for your
attention!

A company

 **Air Liquide**
HEALTHCARE