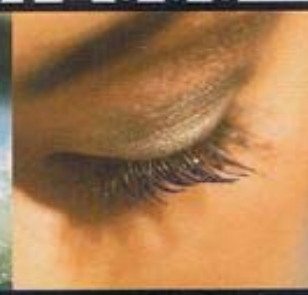


addiACTIVE

on earth

fallwinter2008

#8



asia
where
the sun
rises
between
tradition
and
modernity



GATTEFOSSÉ

GATULINE® EXPRESSION

FAST TRACK SMOOTHING



A new *Acmella oleracea* extract, rich in isobutylamides, has been developed by Gattefossé as a major safe alternative to cosmetic surgery.

Tested on nerve-muscle co-cultures, this innovative plant extract reveals both an immediate and reversible myorelaxing effect. **Wrinkle reduction** *in vivo* after only 1 day of application on crow's feet confirms its powerful smoothing activity.

High-tech and ultra rapid active, **Gatuline® Expression** is designed to become a key ingredient of anti-age cosmetics.



GATTEFOSSÉ

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Asia: from L., from Gk. Asia, speculated to be from Akkad. *asu* "to go out, to rise", in reference to the sun, thus "the land of the sunrise".

To better understand and explore the differences between cultures, philosophies and countries is essential to anyone hoping to expand beyond his own intellectual, spiritual or physical boundaries... especially in a world where the sharing of information is part of everyday life.

The concepts of beauty are specific from one country to another; and the Asian continent is particularly rich in beauty traditions and rituals. How are the notions of beauty defined in Asia? What differences with our occidental ways?

Some say this century will see the rise of Asia as the first world economic power... today it is certainly one of the fastest growing, thus focusing the attention of companies from all industries including Personal Care.

With offices, labs, subsidiaries and distributors located in that immense region that is the Far East, Gattefossé and AddiActive on Earth gather and deliver new, precious insight on the contrasting ways and intricacies of Asian trade.

Y. S. B.

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EN vogue



interview



Dr Jo Byung-Kin, Vice President of *The Face Shop*, over 25 years of experience in the cosmetics industry.

Could you describe the typology of THE FACE SHOP's customers and its products?

Our core consumer target is the young generation, between 20 and 30 yrs old. Our positive reputation with Korean customers is due in part to our fair attitude towards environmental or safety issues. These are critical questions for this social stratum.

Our range includes Firming, Moisturizing, Eye contour and Anti-acne / astringent treatments; but also many functional products which, in Korea, require a KFDA approval: Anti-wrinkle creams, sunscreens and, our biggest seller... a skin whitening range.

Where do you draw your inspiration from?

For new product development, we outsource new ideas and raw materials; we attend training seminars such as the ones *Gattefossé* organizes, or European conferences to catch tips and ideas.

We also perform benchmarking research especially from the Japanese market. We visit Japan regularly to identify trends since Japanese and Korean customers share a similar taste in product sensoriality and claims.

When you launch new products worldwide, do you adapt formulation, marketing arguments, or packaging according to the local needs and expectations?

The Face Shop has more than 200 shops worldwide in China, Taiwan, Japan, USA, and the Middle-East. The characteristics of the products in these areas are not so different from those of Korea, the packaging may sometimes be adapted to the local taste but there is no real demand of customization for export.

For local Korean ranges, how would you evaluate the importance of traditional herbal treatments and therapies?

Korean customers over 40 will often turn to Korean herb treatments, but generally functional products are preferred, this is particularly true of the younger generation.

There are thousands of plants referenced in the Korean Herb Pharmacopeia. They are mainly used for medicinal purposes; but also for cosmetic applications.

How do you foresee the evolutions of the Korean personal care market in the next few years?

In the next 5 years, I believe whitening treatments will continue to be very popular especially if new actives are discovered.

Also, *Amore Pacific* will launch in September the first organic certified Korean cosmetics. In the next few years, this is going to be very popular in Korea and everyone will follow with a green range.

From a regulatory point of view, things will also evolve since full labeling on the packaging will become mandatory in October. This may induce some reformulation and boost innovation.



EN VOGUE

On the Cover

Beauty starts from within



For centuries, Asian culture has seen beauty and health as being a necessary combination leading to well-being and serenity.

The concept is to consider a human being as an individual whose components, both physical and psychological, are intrinsically unified.

This approach of medicine is based on the idea that, to stay healthy, one must live in harmony with both body and soul; it is the "holistic" approach to well-being.

Such philosophy represents a major rift between Asian and occidental cultures.

In Europe medical science of the body has been separated from that of the mind for centuries; medicine is dispensed to alleviate symptoms and heal the sick while cosmetics are designed solely to embellish people at the most superficial level...

Today, thanks to globalization, to the sharing of information and cultural exchange, this compartmentalized view of the individual is receding and consumers are increasingly opting for cosmetics that combine beauty and health, based on the spreading belief that "beauty starts from within".

Some key figures

China: 1.3 billion people
Cosmetic Market represents
14 billion yen, 1.7 billion US\$
Average growth rate: 15 % / year

Japan: 128 million people
Market: 31.7 billion US\$ in 2005
Average growth rate, since 2004:
from 0.5 to 3 % / year
Average spending per capita
in cosmetics: 250 US\$ / year
Average number of cosmetics
used daily: 16 to 18, versus occidental
countries: 5 to 6 products only

Korea: 49 million people
Market: 6.6 Billion US\$
Average growth rate:
12 % / year
Average spending per
capita in cosmetics:
265 US\$ / year
Average number
of cosmetic products
used daily: 13.4 products

India: 1.1 billion people
Market: 950 million US\$
Average growth rate:
20 % / year

THE buzz

Zen attitude

"Zen" movement is traditionally credited to the Indian prince turned monk, Bodhidharma.

The "Zen" concept seems to first take form in the 7th century and spreads through the Asian continent until it reaches North America and Europe in the 19th and 20th centuries where it becomes a very well-known and recognized movement.

The word "zen" means "silent meditation" in Japanese and "inner illumination" in Chinese, revealing a certain way of thinking and living. The "Zen" philosophy or other meditation-based disciplines are true institutions in Asia and are part of everyone's life and education.

More than simply being fashionable, the pursuit of tranquillity and serenity is a real issue. Even during their day-to-day beauty routine, women consider the application of cosmetics as part of this calming process.

Vedacalm™

A unique lipo-complex, **Vedacalm™** is obtained from botanicals - Neem (*Azadirachta Indica*) oil, Sesame (*sesamum indicum*) oil, and *Boswellia Serrata* essential oil.

This synergistic combination brings anti-inflammatory and moisturizing properties to help restore the skin's hydrolipidic protective film.

Applied by massage, this complex will soothe both the mind and the body.



White mania

In Japan, 15 to 17 % of skin care sales result from whitening products, it is considered the biggest market in Asia in this particular treatment field.

The quest for radiant skin appeared during the Xth century in Japan. At the time, white was a sacred color, a symbol of purity and aristocracy, and women often used rice powder to brighten their skin. This tradition was maintained through the centuries and evolved with science until today, when Asian women continue to brighten their complexion using more subtle means...

Synerlight™ is a unique vegetable complex, combining Kiwi and *Sophora Flavescens* extracts, which unifies the complexion while protecting the skin's water reserves (anti-tyrosinase action and anti-hyaluronidase).

Synerlight™ blocks melanin production normally catalyzed by tyrosinase. In vitro tested at 1 to 6 %, Synerlight™ decreases the tyrosinase enzymatic activity by 40 to 94 %.

This active ingredient is very well-suited for all whitening and brightening treatments.



THE BUZZ

Techno-craze

Japanese consumers are particularly demanding in terms of innovation, in all fields of expertise... For beauty products, Japanese women expect innovative, high-tech and effective cosmetics:

Smart make-up equipment that provides, in addition to classic make-up applications, the day's UV level so users may adapt their UV protection any time!

New luxury Spa Saltasia: developed in the idea that salt has anti-ageing properties and helps relax both the body and the mind.

"Extreme Cocktails" for the hard-working people who increasingly suffer from stress, exhaustion, insomnia... In Tokyo, a bar has recently opened where customers can choose to receive intravenous injections of vitamins and trace elements rather than the usual drink to loosen up and relax after work!



Rice, the asian gold?

Rice has been cultivated for centuries in Asia, and is very well-known for its rich content in minerals and vitamins.

A well-balanced cereal, Rice evokes softness and powdery perfection. In traditional beauty recipes, Rice has also been used for embellishment rituals.

Original Extract Rice

In line with these traditional ways, Gattefossé has developed Original Extract Rice, a vegetable water extracted from young rice blades via an extremely soft process.

This pure water, in vitro tested, boosts the anti-oxidant power of vitamin C and gallic acid, to reinforce skin care formulations.



THE science BOOK

Asia, a land of tradition and rites

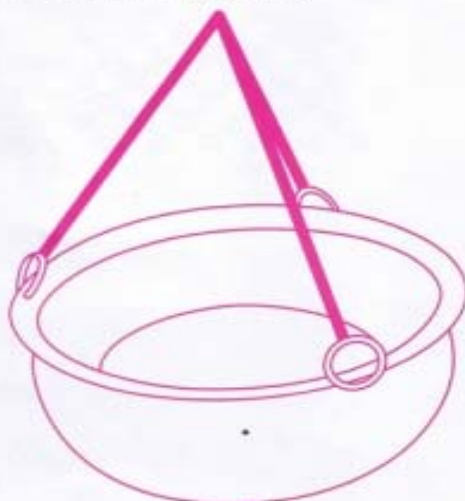
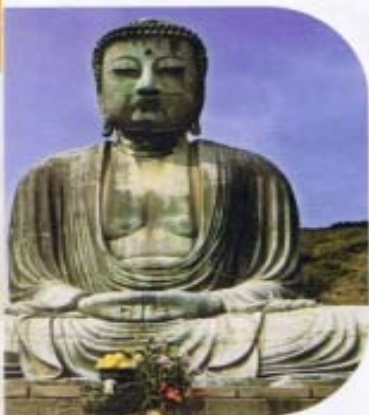


With a significant role in the history of Humanity, the Asian continent is rich in traditions, customs and social codes.

The local Personal Care industry sources its inspiration in these traditional, local ingredients and ancient Pharmacopoeias.

Taking advantage of both their past and present histories, Asian industries are able to innovate and create products adapted to their needs and expectations.

In doing so, they have become sources of inspiration for occidental industries, always in demand for new products, new ingredients.



India's millennia - old science: Ayurveda

As in most emergent countries the young and urban consumers have grown increasingly expectant in terms of innovative and premium cosmetics.

However, in India, beauty is still part of the tradition; many recipes being handed over from mother to daughter, for centuries.

The most widely known Indian rituals are part of "Ayurveda" or Ayurvedic science, also known as "knowledge of life" - the oldest Indian philosophy and approach to natural medicine.

Based on balancing both the body and the spirit, it has been recognized by the World Health Organization as a traditional medicine since 2001.

One of the oldest philosophical texts of Ayurveda summarizes the whole concept of this holistic approach of well-being: "the three bases - body, mind and soul - are like a tripod, the world stands by their combination, in them, everything abides. It is the subject matter of Ayurveda for which the teachings have been revealed" *the Rig Veda, The Sutrashtana of Charaka Samhita*.

More than 3000 years of meditation and observation have forged this deep knowledge of the Indian pharmacopeia which now serves as source of inspiration for this natural medicine.

Inspired by this ancient medicine, Gattefossé's engineers developed Ayurveline™, a synergistic combination of plants created with precision within the frame of this Ayurvedic science.

Vedacalm™ and **Equiveda™** are the two references in this range.

They aim to re-establish a sense of harmony between the individual and his or her universe.

Equiveda™ is a revitalizing complex that stimulates the vital energy; it is a combination of green coco water (which brings freshness and moisturizing properties) and *Whitania Somnifera* root extracts (the Indian Ginseng) used to tonify and reinforce natural defenses.

In vitro, **Equiveda™** showed a strong stimulating effect with free-radical fighting properties.



Japan's rites of Perfection

Very young, the Japanese women are educated in the respect of traditions and rituals (the Tea ceremony is a good example), their

only goal being the quest for "perfection".

Being *beautiful* is part of their educational process, as they are taught how to excel in applying cosmetics... The most impressive beauty ritual - and also the most well-known - is the purifying and cleansing step.

Meticulously, almost obsessively, Japanese women clean their face every morning and evening spending as much as 30 to 40 minutes just for this cleansing process (an occidental woman will spend 10 minutes maximum each morning to get ready...). These beauty rituals are complete gestures which will clean, smooth, pamper and carefully treat the skin.

The cleansing method consists in the application of first a make-up remover (cream, gel or milk) followed by a cleansing product. This duet allows the face to be purified from all types of impurities like make-up, but also sebum, pollution, perspiration... The dual-process has made the Japanese women number one consumers worldwide of 2-in-1 cleaning products, clearly adapted to their beauty gestures.

As soon as the skin is clean, a day care lotion is applied. Here the lotion is texturized and aims at preparing the skin to receive more treatments. The lotion is applied in circular massages to smooth the Stratum Corneum, making it more permeable and boosting the active ingredients penetration.

In tune with such beauty gestures, Gattefossé has designed *Original Extracts*, a range of active waters in which 4 references are directly sourced in Asia, *Original Extracts Bamboo, Ginger, Rice and Lotus*. These co-active waters, full of mineral salts and trace elements, are perfectly biocompatible with the skin and can replace the aqueous phase of the formulation, to deliver their benefits directly on the skin.

The extraction process is very soft as the water is extracted under high frequencies. Working under vacuum cycles, vaporization of the water occurs at temperatures low enough not to damage the fragile components of the plant, inhibiting intrinsic degradation enzymes and preventing thermal stress and with each single pulse creating a steam of vapor. Tested pure, *Rice and Ginger Original Extracts* stimulate the anti-radical power of gallic and ascorbic acid.



China's search for Harmony

Far from our occidental views, the Traditional Chinese Medicine aims at healing both the body and the spirit.

Chinese medicine is based on philosophical theories and specific practices, including acupuncture, massages, dietetics, and energy-based exercises (Qi Gong or Tai-Chi).

The general concept is to maintain harmony between the body and the external environment.

This philosophy is radically opposed to that of our occidental medical science as it focuses not on healing an individual but rather on preventing him from becoming ill. This is achieved by searching and promoting global balance.

Qi, the fundamental energy which governs the whole universe and connects people, maintains and runs the vital functions in all living things. This essential energy circulates through meridians, or energy networks, that are regulated by acupuncture.

Qi is in perpetual motion and evolves in relation with two opposite forces, the Yin (passive energy which represents cold, depth and humidity) and the Yang (active energy which represents heat, light and dryness).

The dynamics between Yin and Yang must be harmonious so that wellness and serenity may be gained. Should one force gain more power than the other... then symptoms appear.

To help find this balance and prevent from physical or emotional disorders, Chinese people use their famous, immensely rich, Pharmacopeia. This precious knowledge of plants and remedies is considered a "national treasure" as it has been used in China for 3000 years. Like all Traditional Chinese Medicine practices, the Pharmacopeia aims at preventing illness rather than healing. Symbol of peace, serenity and fecundity, the Lotus flower is found in this Pharmacopeia and used in cosmetics for its powdery perfume, and its hydrating and soothing properties.

Carefully extracted, the constitutive water from Lotus, Gattefossé's *Lotus Original Extract* brings all the delicacy and comfort of the flower when applied on the skin. Diluted at 50 %, this active water has shown significant soothing properties as it reduces the liberation of CGRP, pro-inflammatory molecules, and improves, as such, the cell viability of neurons.

THE science BOOK

Asia, a land of technology and sophistication



Globally, the cosmetic market is driven by major trends, including naturality, anti-ageing or Men skincare, but what are the specificities of countries like China, India or even Japan with rigorous health and beauty codes? Are these market evolutions different from Europe or North-America?

Make-Up Mania in China

In the past few years, Chinese women have seen their status evolve. As they have started to work and grow independent their cosmetic consumption has increased, with a particular interest for make-up articles, including foundations, for a fine and uniform complexion, mascaras and eye-liners, for a wider and deeper look, and finally, glosses for fleshy and radiant effects! Make-up is becoming part of their daily beauty routine for, just as many women across the globe; they take very seriously their look and appearance. As a result of this emerging need, formulating make up applications has become an important part of the formulators' routine, and the difficulties of compacting, dispersing or wetting pigments are real issues faced everyday.

Focus on Compritol® 888

This texturizing ingredient, of vegetable origin, combines both skin care and make-up properties. It is an excellent compacting agent and oil thickener.

To develop make-up formulations that will fit the Chinese market expectations, **Compritol® 888** should be used from 0.4 % to 4 %, to allow a smooth and homogeneous pigment

spreading during the formulation but also during application which is ideal for pressed powders.

Because it also has excellent binding and lubricating properties, **Compritol® 888** can be used for eye-shadows and compact foundations.



Lastly, concerning mascara formulations, the film-forming and drying properties of **Compritol® 888**, used at 3 %, will build the viscosity and improve the texture; the coated eyelashes appearing thicker and longer.

Focus on Cocoate BG

Butylene Glycol Cocoate, a high performance emollient, offers powerful wetting and dispersing characteristics, ideal for make-up applications.

Cocoate BG is a transparent liquid emollient with a dry and soft touch. Gattefossé's research has revealed its extraordinary pigment wetting properties which is a key characteristic when formulating make up lines. In addition to its functional benefits, **Cocoate BG** also brings an appreciable touch to final formulations: easy spreading, absence of stickiness, greasiness and a very soft after feel.

Evidences of **Cocoate BG's** wetting properties were assessed on a variety of pigments against market references, such as Castor oils, C12 - C15 alkyl benzoate octyldodecanol and Caprylic / Capric triglyceride.

The first test involved the evaluation of the amount of oil necessary to wet a given amount of pigments. **Cocoate BG** revealed a superior wetting potential, in terms of quality and speed of the wetting.

The second test assessed the viscosity of pigment dispersion (low viscosity indicates good dispersion). **Cocoate BG** presented much lower viscosities than the other emollients and the dispersions showed good stability over time, with only minimal pigment sedimentation.



THE SCIENCE BOOK

"Green is beautiful" in India

The notion of Beauty in India is intimately associated with the concepts of well-being, serenity and radiance; being beautiful in India means feeling good and healthy! For centuries, formulators have been using plants, fruits and cereals to formulate both body and hair treatments (vegetable oils to massage body and hair, crushed fruits to exfoliate, cereal flavors for cutaneous masks).



Although the young and urban population is gaining purchasing power and buying occidental brands with anti-ageing and whitening effects, they also look for natural ingredients to stay in tune with the rites and traditions of harmony and naturality.

Focus on Plurol® Line

Developing green lines for cosmetics has become challenging due to the ever-growing restrictions to use certain ingredients such as volatile silicones, synthetic oils, silicone elastomers, etc. Very often, green lines do not show the smooth and soft sensorial benefits their non-organic counterparts present. Sourcing their inspiration in their oleo-chemistry know-how, Gattefossé's chemists developed a range of polyglycerol esters, derived from natural origin. With excellent tolerance profiles, **Plurol® Line** offers a range of esters specifically designed for sensitive skin.

Zoom on Plurol® Stearique

A natural and soft approach for creamy textures with mat and powdery finish. 100 % natural PEG free O/W emulsifier, **Plurol® Stearique** is perfectly suited for green lines. From lotions to creams, it delivers ivory emulsions, creamy textures with presence during application but no greasy after-feel and a powdery touch, ideal for baby or sensitive skin care formulations.



The science of perfection in Japan

Japan is known and recognized for the beauty of its women. Beauty in Japan is a serious matter, as being beautiful means being almost perfect. This quest for perfection has been deeply rooted in Japanese women's mind for centuries, their entire education being aimed at excellence. To this effect Japanese engineers have designed very specific, high-tech and effective products in all industrial segments, including the cosmetic field. In Japan, a cosmetic product must combine effective active ingredients with specifically targeted properties, and sensorial benefits that will boost product functions.

Focus on Gatuline® Expression: targeted anti-expression lines active.

A safe alternative to invasive injections...

Extracted from a small exotic plant, *Acmella Oleracea*, **Gatuline® Expression** efficiently fights against expression line (fine line) appearance and visibly smoothes the skin surface. This powerful relaxing agent is a hydro ethanolic extract, grown in a protective environment (no preservative, no GMO or pesticide) which shows visible results after only one day of treatment.

In vitro tests show that **Gatuline® Expression** can precisely and rapidly target the mechanism responsible for the formation of expression lines. In fact, at 0.6 % **Gatuline® Expression** completely inhibits the contractile activity of nerve-muscle cultures after only 1 hour and shows, after washing, a completely reversible activity.

In vitro demonstration through Fringe Projection technique showed an instant visible reduction of expression lines; at 2 %, 75 % of volunteers reacted very rapidly and significantly; with a higher level of **Gatuline® Expression**, the number of panelists who respond positively to the treatment increases.

Finally, after one day of application, 7 % reduction of skin roughness is observed.



formulae

MASCARA. To reveal and restructure your eyes: specific mascara formula designed with Compritol® 888, a texturizing and binding agent, and Cocoate® BG, a wetting emollient. (JB 2084/AC)

INGREDIENTS	INCI DESIGNATION	% W/W	INGREDIENT FUNCTION
Phase 1			
EMULIUM DELTA (1)	CETYL ALCOHOL (AND) GLYCERYL STEARATE (AND) PEG-75 STEARATE (AND) CETETH-20 (AND) STEARETH-20	5.00	O/W emulsifier
COMPRITOL® 888 ATD (1)	GLYCERYL DIBEHENATE (AND) TRIBEHENIN (AND) GLYCERYL BEHENATE	2.00	Texture agent
LIPOCIRE A (1)	HYDROGENATED PALM KERNEL GLYCERIDES (AND) HYDROGENATED PALM GLYCERIDES	2.00	Texture agent
CARNAUBA WAX	CARNAUBA (Copaiba Cerifera) WAX	2.00	Drying ag./thickener
OZOKERITE (2)	OZOKERITE	2.00	Hardener
Phase 2			
UNIPURE BLACK LC 989	CI 77499	5.00	Dye
COCOATE BG (1)	BUTYLENE GLYCOL COCOATE	4.00	Wetting ag/emollient
Phase 3			
DEMIMERALIZED WATER	WATER	45.80	
PVP K120 (3)	PVP	1.50	Film forming agent
RHODICARE S (4)	XANTHAN GUM	0.30	Gelling agent
Phase 4			
DOW CORNING 345 FLUID (5)	CYCLOMETHICONE	10.00	Emollient
Phase 5			
COPOLYMER 845 (6)	PVP/DIMETHYLAMINOETHYL METHACRYLATE COPOLYMER	5.00	Film forming agent
AWALURE AC 120 (7)	ACRYLATES COPOLYMER	5.00	Film forming agent
Phase 6			
COLORONA BRILLANT GREEN (8)		10.00	Pearlescent agent
GLYDANT PLUS LIQUID (9)	DMDM HYDANTOIN (and) KODOPROPYNYL BUTYLCARBAMATE	0.40	Preservative
		100.00	

(1) GATTEFOSSE SA / (2) LA CERESINE / (3) ISP / (4) RHODIA / (5) DOW CORNING / (6) I.S.P. / (7) NOVEON / (8) MERCK / (9) LONZA

APPEARANCE: dark green pearlescent cream - PROPERTIES: pH 7.5

MANUFACTURING PROCESS: under Rotor/Stator mixing, disperse Unipure Black in the Cocoate BG. Under stirring, dissolve PVP K120 in water of phase III heated to 50°C, add Rhodicare and continue stirring. Heat I to 85°C, when all is melted, add II to I, homogenize. Heat II to 75°C and under rapid mixing (Rotor/Stator 3000 rpm) add to I-II, heat again to 80°C if it is necessary. Mix quickly with Rotor/Stator for about 5 min at 3000 rpm, then add DC 345 and continue rapid mixing for about 5 min more. Cool under planetary stirring and at about 35°C, add the other ingredients.

LOLITA CREAMY BLUSH. Ideal for teenagers and young adults, Lolita blush is a creamy formula designed with Emulium® Delta and Lipocire™ A, for an extremely easy-to-apply and soft texture, and Cocoate® BG, a wetting agent to help disperse the pigments and bring homogeneity. (JB 2105/E)

Phase 1			
EMULIUM DELTA (1)	CETYL ALCOHOL (AND) GLYCERYL STEARATE (AND) PEG-75 STEARATE (AND) CETETH-20 (AND) STEARETH-20	8.00	O/W emulsifier
LIPOCIRE A (1)	HYDROGENATED PALM KERNEL GLYCERIDES (AND) HYDROGENATED PALM GLYCERIDES	4.00	Feeling agent
DOW CORNING 200 FLUID 100 CS (2)	DIMETHICONE	4.00	Feeling agent
PHENONIP (3)	PHENOXYETHANOL (AND) METHYLPARABEN (AND) BUTYLPARABEN (AND) ETHYLPARABEN (AND) PROPYLPARABEN	0.60	Preservative
Phase 2			
CARBOPOL ULTREZ 10 (4)	CARBOMER	0.20	Gelling agent
DEMIMERALIZED WATER	WATER	61.35	
Phase 3			
RHODICARE S (5)	XANTHAN GUM	0.20	Gelling agent
GLYCERIN	GLYCERIN	5.00	Moisturizer
Phase 4			
SODIUM HYDROXIDE (10 % SOL.)	SODIUM HYDROXIDE	0.60	Neutralizing agent
Phase 5			
DRY-FLD PLUS (6)	ALUMINUM STARCH OCTENYL SUCCINATE	3.00	Matifying agent
Phase 6			
COCOATE BG (1)	BUTYLENE GLYCOL COCOATE	3.00	Wetting ag/emollient
CELLINE RED 420CR7 (7)	TRIO2 (AND) MICA (AND) DC RED 7 (AND) HYDROGENATED POLYISOBUTENE (AND) PALMITIC ACID (AND) METHYLPARABEN (AND) BUTYLPARABEN	1.50	Coloring agent
UNIPURE WHITE LC 981 AS-EM (8)	CI 77891 (AND) TRIETHOXYCAPRYLSILANE	2.00	Coloring agent
Phase 7			
COCOATE BG (1)	BUTYLENE GLYCOL COCOATE	4.00	Wetting ag/emollient
FLAMENCO PEARL (7)	MICA (AND) TITANIUM DIOXIDE	1.00	Pearlescent agent
FLAMENCO SUMMIT GOLD (7)	MICA (AND) TITANIUM DIOXIDE	1.00	Pearlescent agent
Phase 8			
REFLECKS DIMENSIONS GLITTERING GOLD (7)	CALCIUM BOROSILICATE (and) SODIUM BOROSILICATE (and) TITANIUM DIOXIDE	0.15	Glittering agent
Phase 9			
PERFUME CASSIS-FRANCOISE CRE/1430 (9)		0.40	Perfume
		100.00	

(1) GATTEFOSSE SA / (2) DOW CORNING / (3) NIRA / (4) LUBRISOL / (5) RHODIA / (6) NATIONAL STARCH AND / CHEMICAL LTD / (7) ENGELHARD / (8) LOW / (9) M.L.W.

APPEARANCE: pink and thick balm - **MANUFACTURING PROCESS:** sprinkle Ultras 10 over water of phase II, leave to hydrate then heat to 75°C. Heat I to 75°C. Mix the ingredients of III. Add III to I. Under rapid mixing, add I to II, mix again rapid mixing for about 5 min. Add IV and continue rapid mixing for about 5 min. Cool under planetary stirring. At about 40°C, add V, VI and VII (VI and VII must be previously well mix). At about 35°C, add VIII and IX.

These formulae are presented in good faith, and we believe they are correct, but no warranty as to accuracy of results, or fitness for a particular use is given, nor is freedom from patent infringement to be inferred. They are offered solely

formulæ

ORGANIC NATURAL CREAM. All natural, this formula contains Plurol® Stearique, a PEG-free O/W emulsifier which brings a very soft touch with a powdery and mat finish. Ideal for sensitive skin lines. (MM 8598)

INGREDIENTS	INCI DESIGNATION	% W/W	INGREDIENT FUNCTION
Phase 1			
PLUROL® STEARIQUE WL 1009 (1)	POLYGLYCERYL-6 DISTEARATE	5.00	PEG-free o/w emulsifier
STEARIC ACID	STEARIC ACID	3.00	Thickener
CETYL ALCOHOL (2)	CETYL ALCOHOL	2.00	Thickener
FIODERM (3)	SQUALANE	4.00	Emollient
LIPOCIRE A (1)	HYDROGENATED PALM KERNEL GLYCERIDES (AND) HYDROGENATED PALM GLYCERIDES	3.00	Texture agent
GELEOL (1)	GLYCERYL STEARATE	1.00	Thickener
VITAMIN E ACETATE (4)	TOCOPHERYL ACETATE	0.50	Antioxidant
ORGANIC MACADAMIA OIL (5)	MACADAMIA TERNIFOLIA SEED OIL	2.00	Emollient
ORGANIC JOJOBA OIL (5)	SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL	6.00	Emollient
Phase 2			
DEMNERALIZED WATER	WATER	62.80	
GLYCERIN	GLYCERIN	5.00	Moisturizer
AVICEL PC 591 (6)	MICROCRYSTALLINE CELLULOSE (AND) CELLULOSE GUM	1.00	Gelling agent
RHODICARE S (7)	XANTHAN GUM	0.20	Gelling agent
EXTRAIT ORIGINAL ORANGE BIO (1)	CITRUS AURANTIUM DULCIS (ORANGE) FRUIT WATER	2.00	Vegetal water
Phase 3			
SODIUM HYDROXIDE (10 % SOL.)	SODIUM HYDROXIDE	1.40	Neutralizing agent
Phase 4			
GEOGARD Z21 (8)	DEHYDROACETIC ACID (and) BENZYL ALCOHOL	0.80	Preservative
Phase 5			
PERFUME		0.30	Perfume
		100.00	

(1) GATTEFOSSE SA / (2) COGNIS / (3) HISPANO QUIMICA / (4) DSM Nutritional Products / (5) SOPHM / (6) FMC / (7) RHODIA / (8) LONZA

APPEARANCE: bright ivory cream - **PROPERTIES:** pH = 7.3 ± 0.5

MANUFACTURING PROCESS: disperse Avicel PC 591, then Rhodicare S into water + glycerin. Under stirring, add I heated to 80°C to II heated to 80°C. Add III. Maintain under rapid mixing (Rotor/Stator 3000 rpm) for 5-10 min. Cool under normal stirring and at about 35°C, add IV and V. Complete cooling.

LUMINOUS UNDER-EYE LOTION. A brand new formula containing Cytobiol™ Lumin-Eye, a specific active ingredient, which visibly reduces under-eye puffiness leaving no traces of tiredness or fatigue, for a brighter and younger look. (JB 2426/A)

Phase 1			
EMULIUM® DELTA (1)	CETYL ALCOHOL (AND) GLYCERYL STEARATE (AND) PEG-75 STEARATE (AND) CETETH-20 (AND) STEARETH-20	2.50	O/W emulsifier
DPPG (1)	PROPYLENE GLYCOL	3.00	Emollient
DOW CORNING 345 FLUID (2)	DIPELARGONATE	3.00	Emollient
MOD (1)	CYCLOPENTASILOXANE (AND) CYCLOHEXASILOXANE	2.50	Emollient
PHENONIP (3)	OCTYLDODECYL MYRISTATE	1.50	Emollient
	PHENOXYETHANOL (AND) METHYL PARABEN (AND) BUTYL PARABEN (AND) ETHYL PARABEN (AND) PROPYL PARABEN	0.70	Preservative
Phase 2			
DEMNERALIZED WATER	WATER	80.85	Aqueous phase
RHODICARE S (4)	XANTHAN GUM	0.20	Gelling agent
Phase 3			
NOVEMER EC-1 (5)	ACRYLATES/ACRYLAMIDE COPOLYMER (AND) MINERAL OIL (AND) POLYSORBATE -85	0.75	Gelling agent
Phase 4			
DRY-FLO PLUS (6)	ALUMINIUM STARCH OCTENYL SUCCINATE	3.00	Powder
Phase 5			
CYTOBIOL® LUMIN-EYE (1)	BUTYLENE GLYCOL (AND) WATER (AND) NIACINAMIDE (AND) FRAXINUS EXCELSIOR BARK EXTRACT (AND) SILANETRIOL AND POTASSIUM CITRATE	5.00	Active
		100.00	

(1) GATTEFOSSE SA / (2) DOW CORNING / (3) NIPA / (4) RHODIA / (5) LUBRIZOL / (6) NATIONAL STARCH AND CHEMICAL LTD

APPEARANCE: ivory cream - **PROPERTIES:** pH = 6.1 ± 0.5

MANUFACTURING PROCESS: disperse Rhodicare into water of II. Add III and mix well. Under rapid mixing (Rotor/Stator 2000 rpm), add I heated to 75°C to II-II heated to 75°C. Maintain rapid mixing for about 5 min. Cool under stirring and at about 45°C, add IV. Maintain under rapid mixing (Rotor/Stator 1500 rpm) for 5 min. At about 35°C, add V. Complete cooling.

These formulæ are presented in good faith, and we believe they are correct, but no warranty as to accuracy of results, or fitness for a particular use is given, nor is freedom from patent infringement to be inferred. They are offered solely for your consideration, investigation and verification. © GATTEFOSSE

showcase

Focus on

Cytobiol Lumin-Eye

Staying young and beautiful at all costs is our eternal quest. This fear of ageing increases as 8 women out of 10 and 1 of every 2 men agree on feeling deeply concerned by eye puffiness.

Cytobiol™ Lumin-Eye, the latest launch of Gattefossé, specifically targets eye puffiness.

This active ingredient is the ideal solution for a brighter and younger look, leaving no traces of tiredness.

Cytobiol™ Lumin-Eye is a 3-ingredient complex, combining ash bark extract, organic silicon and vitamin B3.

Each ingredient was carefully selected for its precise action on the various causes of under-eye bags' formation:

- ash Bark extract brings fraxin and esculin, which show veinotonic, vitamin P-like activity, and anti-oxidant properties,
- organic silicon has vasculo-protective activity which reinforces capillary structure,
- vitamin B3 helps to restore a normal blood flow.

The visible action of *Cytobiol™ Lumin-Eye* on cutaneous microcirculation so as to reduce under-eye bags has been demonstrated in vivo and the reactions of the panelists were significantly positive:

- 63 % declare that it decreases strongly or fairly strongly the under-eye bags,
- 77 % of the panelists found that the skin of the eye contour is more toned,
- 73 % of the volunteers declare that the product is effective.

After 28 days of treatment, laser profilometry test shows a significant reduction in the volume of the under-eye bags, as much as 30 % for some volunteers.

Lastly, the organic silicon and vitamin B3 reinforce supporting tissues; the eye contour gains in tonicity for a smoother and brighter look.

ID Card

Nom: *Cytobiol™ Lumin-Eye*

Function:

strong reduction in eye-puffiness

INCI name: Butylene Glycol (and) Water (and) Niacinamide (and) Fraxinus Excelsior Bark Extract (and) Silanetriol and Potassium Citrate

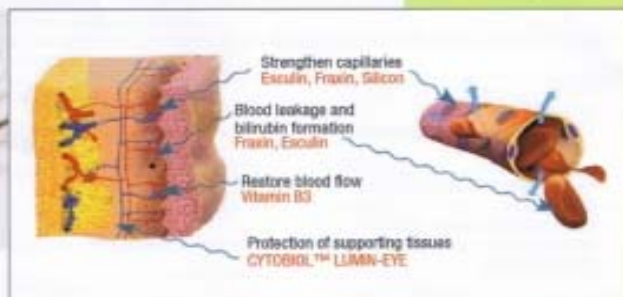
Origin: vegetable and synthetic origin

Use level: 5%

pH: 3.5 to 6

Applications:

- ▶ under-eye puffiness reduction
- ▶ eye contour treatments
- ▶ global anti-ageing treatments
- ▶ flash radiance treatments
- ▶ pre and post surgery treatments



Volunteer #19 - D₀ ▼ ▼ Volunteer #19 - D₂₈



Bags reduction: -17.4%

Laser profilometry results





new!

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agenda

- ▶ **4-6 November 2008**
Incosmetics India
Bangkok, Thailand
- ▶ **18-19 November 2008**
SCS Formulate
Telford, UK
- ▶ **24-25-26 February 2009**
PCHi China
Guangzhou, China
- ▶ **21-23 April 2009**
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CYTOBIOL™ LUMIN-EYE



Volunteer #19 - D₀



Volunteer #19 - D₂₈



Improved cutaneous microcirculation

Reduces under-eye puffiness

- Up to 30% reduction of under-eye bag volume

Decreases under eye shadows

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