



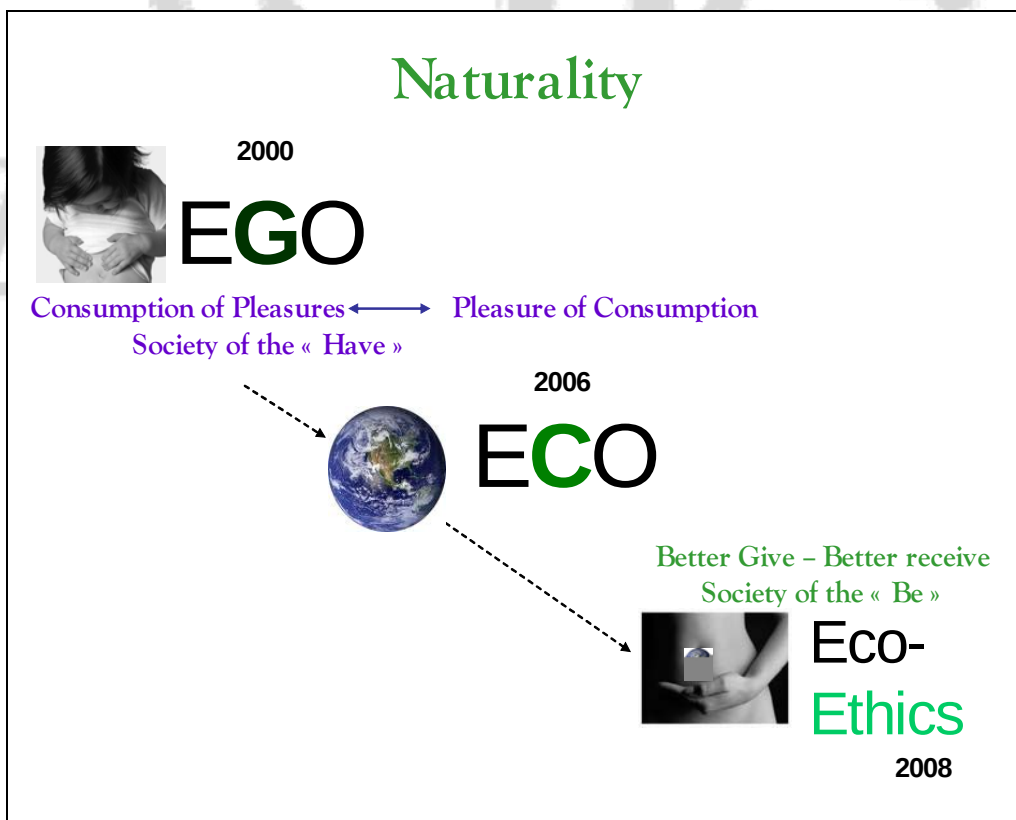
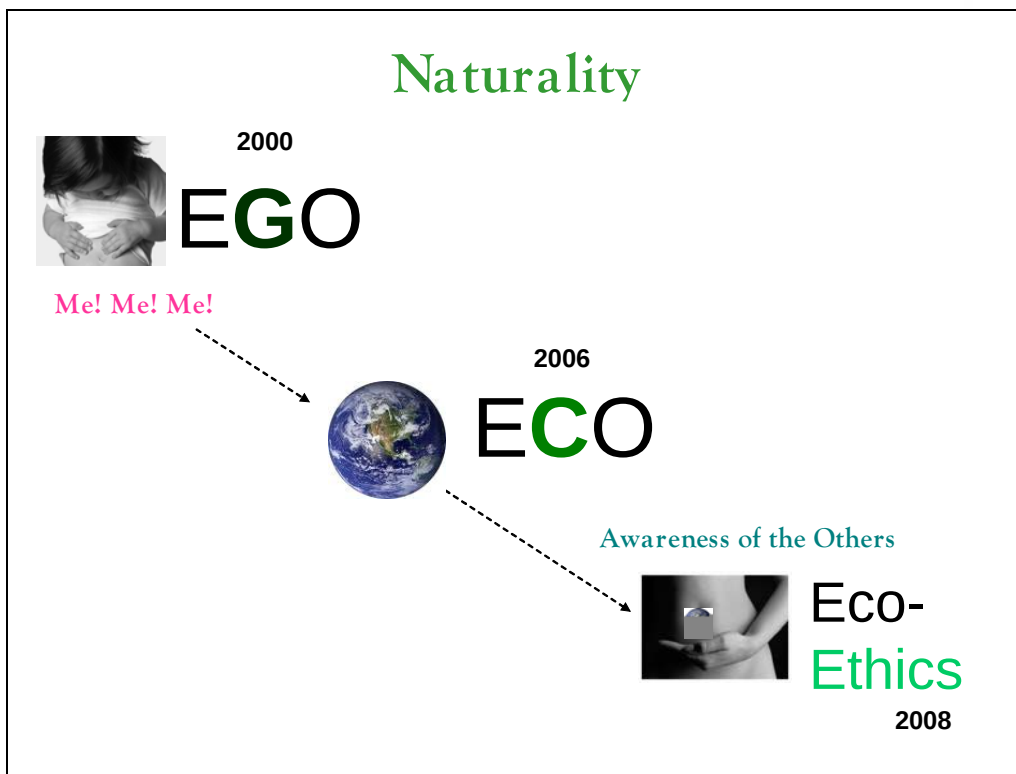
CERTIFIED NATURAL AND ORGANIC COSMETICS

Introduction:

Year 2000 has opened the Era of **SELF-AWARENESS** and **I** was the center of attention. It was the beginning of hundreds of **reality shows** like **American Idol** / **where anyone could become a Star** – and because of {I'm worth it}, I deserve my own product, own shade, own treatment and etc...

In year 2006, global warming are the **worldwide environmental issues** discussed at the heart of all people over the world.

While in 2008, it is the Ego Era but reformatted with a sudden awareness and participation (involvement) in a planetary and global movement. A new era that we could also qualify as Eco-ethical.



The excitement of consumption makes way for a more respectful and equitable consumption. We are ready to consume less but better, to find sophisticated products, manufactured and sold following a certain ethics (we want to pay the right price!). We tend to move from a society of the « Have » to a society of the « Be ».

To feel good with others, you've got to feel good about yourself!!! That's the « sudden awareness » and the most important is to « Take care of yourself », and « be yourself ». Treat well your skin and cells by providing the right amount of active ingredients... To be in osmosis with the environment, it is better to prefer quality to quantity, and intensity to abundance.

Organic and Natural products are everyday more and more popular. US Sales of natural & organic cosmetic products are forecasted to reach \$5.8Bn by 2008.

Amongst the Successful US brands you can find The Healing Garden, Go Organic from Origins, or Jason Natural (the Organic trend setter). While in Europe, Stella Mac Cartney and “Clé des Champs” classified as a luxury image, and high-end products. And everywhere in magazines, brands proudly show the origin of their ingredients. In short, the organic market that seemed so marginal just 3 years ago, and it is booming today!!!

ORIGIN OF THE STANDARDS

Ecocert Standards have been validated by the sector's actors and the DGCCRF (French organisation against frauds) and have been approved by the French Ministry of Industry. In France, certification can be issued only by a certification body that has been approved by the authorities.

To elaborate these Standards, ECOCERT has:

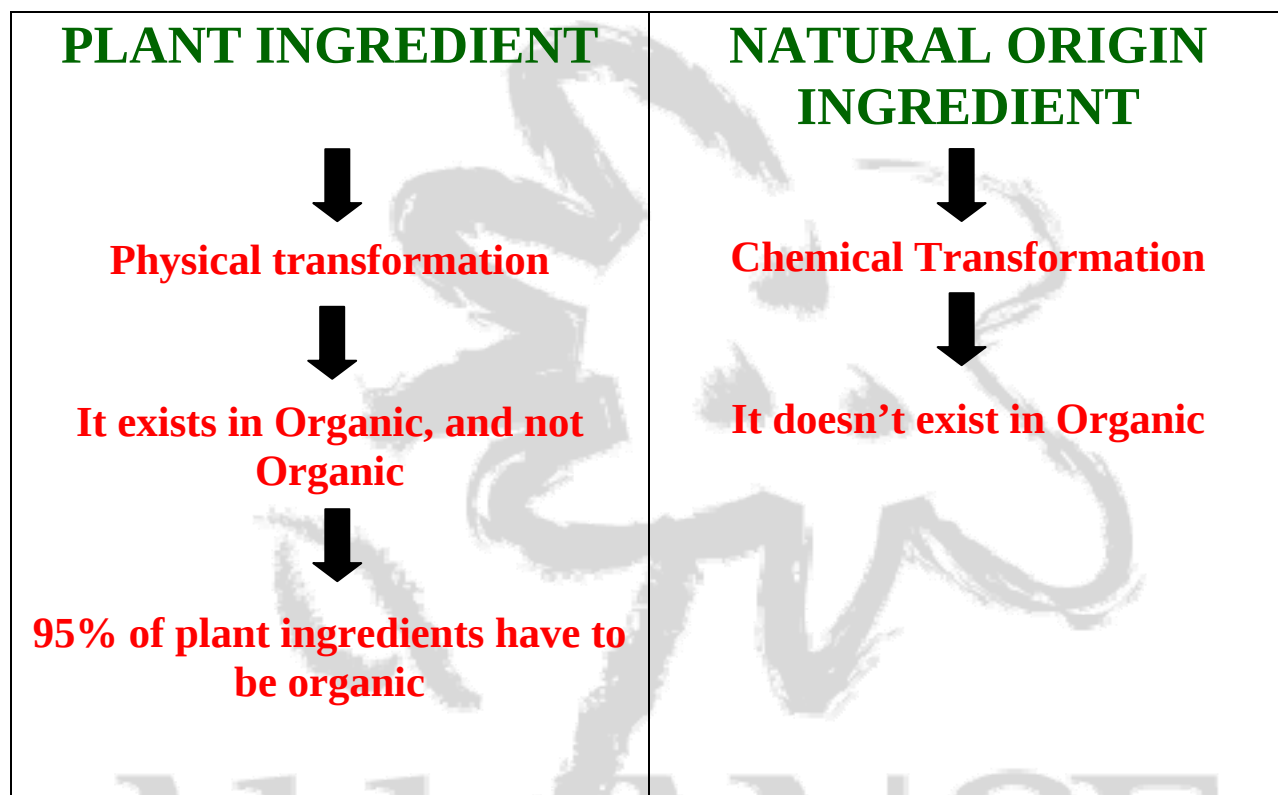
- ✿ Relied on its competences in Organic Agriculture: respect of our environment, consumers, and traceability.
- ✿ Relied on a group of professionals.
- ✿ Looked for impartiality by inducing independent scientific expertise.
- ✿ Looked for quality by being selective, but not restrictive.

REQUIREMENTS FOR THE PRODUCT

- ✿ List of compliant ingredients
- ✿ Checking of manufacturing processes
- ✿ Minimum % of natural origin ingredient and of organic ingredient
- ✿ No irradiation, no GMO
- ✿ Packaging (recyclable material)
- ✿ Labelling (Certification mentions)

ALLIANCE

THE INGREDIENTS



THE LABELS



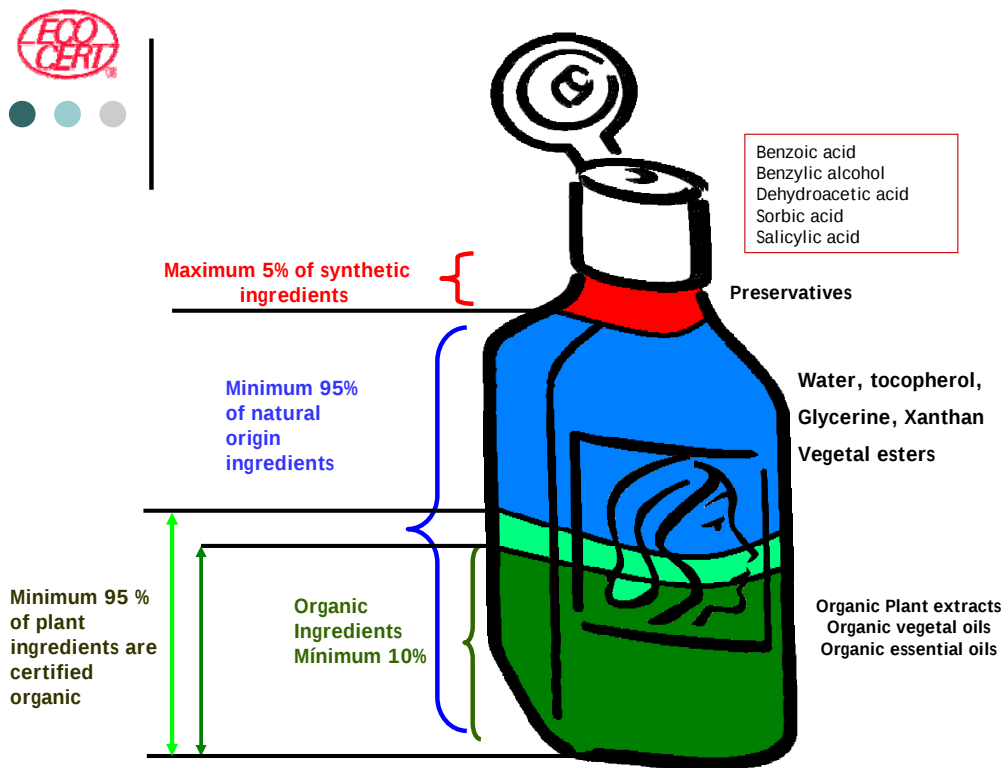
**NATURAL
COSMETIC**



**ORGANIC
COSMETIC**

For the cosmetic products to have a claim as natural, minimum 5% of the ingredients must be organic and 50% of the plant ingredients are certified organic. While for the cosmetic products to claim as Organic, at least 10% of ingredients must be organic ingredients and 95% of plant ingredients are certified organic. For both Labels, 95% of the total ingredients are of natural origin. Figure below shows a clearer picture for the requirement.

ALLIANCE



In the requirements, only maximum 5% of synthetic ingredients e.g. preservative, no paraben, no phenoxyethanol were allowed. There must be minimum of 95% natural origin ingredients, include oils, emulsifiers, and actives. Beside, water, glycerine, xanthan gum are considered as natural, and vegetal esters are natural origin.

THE CHOOSE OF INGREDIENTS

Example of an emulsion Requirements:

- ✿ No emulsifiers like PEG
- ✿ No mineral oils, or silicones
- ✿ No gelling agent like carbomer
- ✿ No preservatives like Phenoxyethanol, parabens, DMDM,...
- ✿ No synthetic perfumes
- ✿ No synthetic dyes
- ✿ Active : No solvents like Propylene Glycol

Solutions:

- ✿ Emulsifier : Sucro Ester, Polyglycerol Ester,...
- ✿ Emollient : vegetable oil, or esters of natural origin (C8C10TG)
- ✿ Gelling agent : Xanthane, Starch, Cellulose
- ✿ Preservative : positive list (sorbic acid and its salts, benzylic alcohol /DHA...)
- ✿ Perfume : e.o. or fractions from e.o.

 Natural Dyes

 Active : no solvents, no unauthorized preservatives

WHAT WE CAN PROVIDE?

Our Principle Gattefossé had works closely now since several years ago with Ecocert and BDIH to get the approval for the use of its actives, emulsifiers, and texturizing agents in certified formulations, certified by these 2 organisations.

Here are some of the ingredients that have been approved as ECOCERT, for example

1. **Gatuline[®] RC Bio (25%)** – improve 71% of cell oxygen consumption; improve 42% of keratinocyte protein synthesis
2. **Gatuline[®] Skin Repair Bio^{New}** – Stimulates the reparation mechanism of damage skin; good cell differentiation to strengthen the cellular cohesion; stimulates the process of cutaneous repair of severely damage skin by trauma, burning or dermatological procedures.
3. **Extract Original Orange Bio** – Liquid extracted from natural fresh orange obtained by flash distillation of orange juice
4. **Extract Original Lemon Bio^{New}** - Liquid extracted from natural fresh lemon obtained by flash distillation of lemon juice

And below are the ingredients which are Certified Organic:

1. Extract Original Line – Rice, Bamboo, Lotus, Apple, Grape, Grapefruit, Kiwi, Lemon, Orange, Orange Bio, Raspberry
2. Labrafac[®] CC – Caprylic/Capric Triglyceride
3. MOD – Octyldodecyl Myristate
4. Compritol[®] 888 ATO/Pellet – Glyceryl Dibehenate (and) Tribehemin (and) Glyceryl Behenate
5. Lipocire[®] A – Hydrogenated Palm Kernel Glycerides (and) Hydrogenated Palm Glycerides
6. Geleol[®] – Glyceryl Stearate
7. Plurol[®] Line – Plurol Diisostearique, Plurol Stearique, Plurol Oleique
8. Emullium[®] Kappa
9. Fresh Cell TM^{PF} – Kiwi, mango, Strawberry, Vegetal, Carrot, Pumpkin
10. Fruit Secret – Papaya, Acerola, Apple, Lemon, Orange
11. Gatuline[®] RC Bio
12. Gatuline[®] Expression
13. Gatuline[®] Derma Sensitive
14. Mineral Matters[™] – Hematite, Rhodolite 2
15. Phylderm Vegetal C2
16. Neoskin G
17. Peeling Enzymatic
18. V-Tonic

There are more and more ingredients from Gattefossé yet to be approved by Ecocert and BDIH. Beside, Floratech also offers plant-derived ingredients for the personal care and cosmetics industry that have been validated to conform to the Natural and Organic Cosmetics Standards published by Ecocert. The following is a list of materials that are included on the “Raw Materials for Natural and Organic Cosmetics” approval list published by Ecocert:

1. Florabeads® Jojoba White (Natural)
2. Floraspheres® Jojoba White (Natural)
3. Florasomes® Jojoba 10%
4. Vitamin E White (Natural)
5. Floraesters® 15
6. Floraesters® 20
7. Floraesters® 30
8. Floraesters® 60
9. Floraesters® 70
10. Floraesters® Jojoba Oil – Refined
11. Floraesters® Jojoba Oil – Not Refined
12. Floralipids® Moringa Oil – Refined
13. Floramac® Macadamia Oil – Refined
14. Florasun® 90
15. Orthobeads® White (Natural)

ORGANIC FORMULATION

-  Bath/Massage Oil
-  Cereal Scrub
-  Knees And Elbows
-  Light'N Luxurious
-  Natural Revitalizing Cream
-  Natural Simplicity
-  Organic Jojoba Scrub
-  Organic Natural Cream
-  Organic Night Repair
-  Organic Massage Gel
-  Organic Mature Skin Cream
-  Organic Youth Cream
-  Petit Bisou
-  Remodelling Mask
-  Rice Exfoliating Mask
-  Rich Cream

NATURAL FORMULATION

- ✿ Moisturising Fluid
- ✿ Natural Hair Pomade
- ✿ Natural Lip Protectant
- ✿ Satin Lotion
- ✿ Sublime Cushion Cream
- ✿ Vitamin-E Natural Cleansing Oil Gel

ALLANCE

Please try our **formulas** and feel the difference for yourself or simply call us for even more formulas!

Contact Us Today!

Whether it is a sales enquiry or a sample request kindly contact us right away:

Our sales office



Tel: 603-6157 5412/3

Our Sales Team:



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Alternatively you can log on to our official website for more info

<http://www.alliance2u.com>