



# The IT List

Trending ingredients you  
need to know about now

2022 trends trigger a conscious transformation. As we navigate challenging times of uncertainty, we see a shift that returns us to an informed reality. A reality rooted in goodwill, compassion, and self-education. The 2022 “It List” trends booklet has been created by Omya Kinetik to help redefine what beauty and personal care means to us. By striving to identify current consumer needs and creating a thoughtful way to deliver the message, we seek to position available ingredients in a more impactful way.

Our customers have always been our priority. With decades of technical industry experience and specialty ingredient knowledge, we offer a wide variety of consultative support in the specialty cosmetic market with a focus on innovative, sustainable, and high-quality natural ingredients. Let Omya Kinetik be your partner in personal care.

Omya Kinetik commitments:



CUSTOMER CARE



INNOVATION



SUSTAINABILITY

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We are witnessing a transition from external appearance to internal wellbeing. Consumers are reshaping their values and seek plant-based products that reflect this commitment. It's a time to merge ethics with the pursuit of cruelty-free options and combine aesthetics with moral purpose.

#Vegan

#Vegan

Nationwide

Alchemy Ingredients

Evident Ingredients

GfN Selco

Supplier	Product	INCI	Description	
	<b>CLEARTHIX® S</b>	Cellulose Gum, Algin	Natural viscosity modifier for water based systems composed of a synergistic mixture of gums, that can be processed at room temperature. Produces a smooth, transparent, non-tacky and non-pilling gel for use on its own or in an emulsion. Has a particular synergy with low levels of Hyaluronic Acid, allowing for the formation of a Carbomer-style gel.	
	<b>SUCRAGEL® XL</b>	Glycerin, Caprylic/Capric Triglyceride, Water (Aqua), Sucrose Laurate, Sucrose Stearate	A complete natural oil thickening agent optimized for ease of processing that creates transparent thick rich gels with all types of oils. Can also be used as a cold process O/W emulsifier in the oil phase.	
	<b>Evicare® aquatex series</b> 	Xanthan Gum	Natural and vegan thickening agent that produces clear colorless systems and hydrates quickly without pre-dispersing. Demonstrates thixotropic behavior, with good alcohol and electrolyte tolerance. Delivers low stringiness and a soft feel to formulations.	
	<b>Evicare® magnolia</b> 	Magnolia Officinalis Bark Extract	Multifunctional active with high antimicrobial activity at low concentrations against a number of different microorganisms. Can be used as a general antimicrobial booster or as a specialized active for anti-acne or anti-carries applications. Additionally, this natural extract provides antioxidant benefits in formulations.	
	<b>Bakuchiol natural</b> 	Bakuchiol	Oil soluble natural active that is a true alternative to Retinol without the negative effects. Targets wrinkles and aging skin, reducing inflammation, hyperpigmentation and acne while stimulating collagen production and minimizing the effects of photo-aging.	



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#Vegan

Nationwide

West

Supplier	Product	INCI	Description	
Green Line	<b>GreenWax™ S</b>	Glyceryl Stearate, Sodium Stearoyl Lactylate, Hydrolyzed Sunflower Seed Wax, Glyceryl Caprylate	High performance, naturally derived, PEG-free, anionic O/W emulsifying system. Creates "alcohol-free" emulsions in a wide range of viscosities. Provides a luxurious feel to emulsions that is especially well suited to serums and lotions with a satin finish.	
KahlWax	<b>KahlWax 2225 Phyto Wax</b>	Helianthus Annuus Seed Wax, Olea Europaea (Olive) Oil Unsaponifiables, Rhus Verniciflua Peel Wax, Shorea Robusta Resin	Natural, vegan beeswax alternative with a discreet natural scent and light yellowish cream color. Due to the contained sunflower seed wax, it has exceptional oil binding capacity to enhance viscosity and stabilize formulations.	
Nature's Crops	<b>Natralipid® Ahiflower® Seed Oil</b> 	Buglossoides Arvensis Seed Oil	Expeller pressed, light, "multi-omega" oil with anti-inflammatory benefits. Promotes collagen synthesis, reduces the appearance of wrinkles and smooths skin.	
Omya	<b>Natural Gardenia Powder Extracts</b>	Various	Water soluble pigments extracted from gardenia blossoms that carry skin and hair benefits as an antioxidant. Available in red, blue and yellow, these extracts add vibrant color to water based formulations and exhibit excellent stability over a wide pH range at very low usage levels.	
Nouryon	<b>Amaze™ SP</b>	Sodium Polyitaconate	100% natural anionic polymer providing humidity resistant style retention, volume, thermal protection and anti-frizz benefits. Exceptional sensory and performance properties make it the ideal choice for natural styling products with touchable hold. Also delivers flexible, invisible feeling and rub off resistance for decorative cosmetics.	



#Vegan

Supplier	Product	INCI	Description	
West	Gattefossé	<b>EleVastin™</b>  Betaine, Propanediol, Water (Aqua), Murraya Koenigii Stem Extract	Truly natural active ingredient extracted from the leafy stems of the Murraya koenigii, an ayurvedic and aromatic plant. Provides a targeted solution to gravity-induced sagging that reinforces skin elasticity. Redefines facial contours and reduces deep and vertical wrinkles to restore a youthful appearance.	
		<b>Emulium® Dolcea MB</b> Cetearyl Alcohol, Glyceril Stearate, Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Sodium Stearoyl Glutamate, Water, Polyglycerin-3	Anionic, PEG-free O/W emulsifier of 100% natural origin. Flexible and easy to use system that creates from fluid textures to thick butters. Provides immediate and long lasting moisturization with a strong sensory signature, bringing extreme softness to formulations.	
East	Berg + Schmidt	<b>BergaCare SmartLipids Retinol</b> Water (Aqua), Glyceril Behenate, Caprylic/ Capric Triglyceride, Retinol, Polysorbate 20, Sodium Cocoamphoacetate, Pentylene Glycol, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate	Advanced delivery system carefully designed to encapsulate and protect the powerful retinol active. Safely and effectively delivers anti-aging benefits, including improved skin elasticity, enhanced collagen production and reduction of wrinkles, with enhanced penetration and prolonged release of the retinol active.	

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Consumers are actively seeking more sustainable products that are as good for people as they are for the planet. They are embracing the fact that sustainability has become an integral – and necessary – part of business. By transforming by-products or waste materials into valuable solutions, the beauty industry can lessen its environmental impact considerably. The once niche green market has become increasingly regenerative, setting stage for an innovative movement.

*#upcycling*

Supplier	Product	INCI	Description		
Nationwide	Evident Ingredients	<b>Evicare® wintergreen</b>	Salicylic Acid	Sustainably sourced from the wintergreen shrub as a by-product of the fragrance industry, this antimicrobial active is well known for its specific functions including anti-dandruff agent, anti-acne properties and keratinolytic affect.	
		<b>KahlResin 5720 Araucaria Resin + Sunflower Seed Oil</b>	Glyceryl Rosinate, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol	Natural film former based on pinewood resin (Genus Araucaria), sourced as a by-product from the paper, lumber and building industries. After the extraction of this upcycled resin, the remaining wood chips are used as primary fuel for the lumber facility, providing its total steam demand and a major portion of its electricity. Premixed with sunflower oil for easy handling, this alternative to polybutene enhances gloss and transfer resistance with a discreet taste ideal for lip products.	
	KahlWax	<b>KahlWax 6607WOA Sunflower</b>	Helianthus Annuus (Sunflower) Seed Wax	Double-refined, high melting point wax without any added antioxidants. Obtained as an upcycled material from the production of edible oil through a waste-free process. Creates very hard and stable networks in anhydrous formulations with high surface gloss. Improves heat resistance and reduces stickiness.	
		<b>KahlWax 6614 Tea</b>	Camellia Sinensis (Tea) Leaf Wax	Soft, dark olive colored wax with characteristic scent, upcycled from the production of decaffeinated tea. Acts as an emollient, making it ideal for color cosmetics and sticks, providing excellent pay-off and smoothness. Creates more substantive oleogels and emulsions with enhanced creaminess.	



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Supplier	Product	INCI	Description		
Nationwide	KahlWax	<b>KahlWax 6684 Jasmine</b>	Jasminum Grandiflorum (Jasmine) Flower Wax	Soft, amber-colored wax derived as a by-product of the fragrance industry, with the phenomenal smell of jasmine blossoms. Its softness makes it a perfect pay-off enhancer of hard, anhydrous systems, such as lipsticks, pencils, or soaps. Forms a protective film on the skin, preventing adhesion and penetration of dirt particles and eases removal by cleansing.	
		<b>KahlWax 6692 Rose</b>	Rosa Damascena (Rose) Flower Wax	Medium soft, pale green wax, obtained as a by-product of the fragrance industry, from roses picked very early in the morning for maximum oil recovery. This pleasantly rose scented wax can be easily incorporated into emulsions, proving smoothness and texture while leading to a richer more substantial skin feel. Works as a viscosity enhancer in anhydrous formulations.	
		<b>KahlWax 6698 Orange</b>	Citrus Aurantium Dulcis Peel Wax, Rhus Verniciflua Peel Wax	Soft, dark orange colored wax that combines the emollient character of orange peel wax with the texturizing and stabilizing properties of berry wax. Sustainably sourced as an inevitable by-product of the food industry, it is perfectly suited for hair and skin care products as it conditions, smooths and provides shine. Also recommended for color cosmetics where it enhances pay-off, gloss and color brilliance.	
West	Gattefossé	<b>Original Extracts™</b>	Varies	Directly obtained from fruits or plants, these living waters contain well-balanced amounts of trace elements, mineral salts and essential oils. They were created in partnership with the food industry, preventing waste by using the water remaining from the production of concentrated fruit juices. Extracted using targeted technologies, without solvents or contact with external water, they are pure and all-natural.	

# #upcycling

Supplier	Product	INCI	Description		
West	Nouryon	<b>Amaze™ Nordic Barley Starch</b>	Hordeum Vulgare Seed Flour	100% natural, unmodified starch, sourced from Scandinavia and produced in an eco-conscious process as a sidestream of the beverage industry. This readily biodegradable aesthetic modifier is ideal for skin, sun and hair care formulations as well as color cosmetics.	 COSMOS APPROVED
East	Berg + Schmidt	<b>BergaMuls ET 1</b>	Beta-Glucan, Pectin	Natural, renewable emulsifying, thickening and moisturizing system based on fruit and cereal by-products from the food industry. Compatible with all oil polarities across a broad pH range. Can be used in cold or hot process with good electrolyte resistance and allows for the incorporation of UV filters.	 COSMOS APPROVED



Consumers are becoming more knowledgeable about the things they purchase as they seek added transparency and traceability. While the support of sustainable palm oil remains essential in the personal care industry, many find that palm-free alternatives help them to maintain their commitment to a more ethical lifestyle. The ideals of good and responsible living are emerging as the new standard.

#palmfree

#palmfree

Nationwide

Evident Ingredients

Green Line

Alchemy Ingredients

Supplier	Product	INCI	Description	
	<b>Sapogel® Q</b>	Glycerin, Water (Aqua), Quillaja Saponaria Wood Extract, Saponaria Officinalis (Soapwort) Leaf/Root Extract	Saponin-based, natural, cold process gellant particularly suited for vegetable oils but most non-polar materials including silicones and esters can be gelled. Creates rich, stable, virtually transparent or semi-transparent gels with balm-like textures.	
	<b>Evicare® GSC pof</b>	Glyceryl Stearate Citrate	Powerful and robust 100% natural emulsifier that gives reliable and stable emulsions under many conditions. Compatible with a wide range of ingredients including surfactants.	
	<b>Evicare® lipotex pof</b>	Hydrogenated Vegetable Oil	100% natural oil thickener that increases the viscosity of liquid oils to convert them anywhere from a soft fluid paste to a solid structure. Compatible with most vegetable or ester oils to create textures that softly melt on the skin.	
	<b>Evicare® PGPR</b>	Polyglyceryl-3 Polyricinoleate	Powerful and robust 100% natural emulsifier for reliable and stable formulations. Creates a pleasant, rich emulsion and textures from fluid lotions to thick creams with a high level of protection for the skin.	
	<b>GLE Organic Glycerin</b> 	Glycerin	Produced from Karanja seeds sourced from India, the production of this material does not compromise necessary food supplies as it is a non-edible ingredient. Organic Glycerin is highly soluble in polar solvents, well known for its moisturizing, humectant and emollient properties.	



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Supplier	Product	INCI	Description	
	<b>GreenWax™ SL</b>	Sodium Stearoyl Lactylate	Natural, anionic co-emulsifier, highly compatible with the skin amino acid structure for a desirable silky feel. Acts as a co-surfactant in rinse-off applications, improving viscosity, texture, foaming properties and skin feel.	
	<b>KahlJelly 7037 Berry</b>	Ricinus Communis Seed Oil, Rhus Vernicifula Peel Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Vegan and natural alternative to conventional petroleum jelly. This multifunctional blend can be used in color cosmetics, skin and hair care formulations, where it has a positive influence on TEWL. Provides formulations with a super soft, silky lip and skin feel and improves pay-off.	
	<b>Resassol® APOSTROPHE</b>	Caprylyl/Capryl Glucoside, Water (Aqua), Polyglyceryl-3 Cocoate, Polyglyceryl-10 Laurate, Citric Acid	High performance natural, PEG-free solubilizer, based on renewable materials, providing remarkable solubilizing properties for essential oils and fragrance compositions.	
	<b>BergaCare FG Olive</b>	Hydrogenated Ethylhexyl Olivatate, Hydrogenated Olive Oil Unsaponifiables	Olive based, synergistic blend containing ester oils and unsaponifiables with "silicone-like" properties. A light, colorless and odorless natural emollient with good stability. Spreads easily on the skin and penetrates quickly with a smooth, light and silky dry after feel.	

Nationwide

Green Line

KahlWax

ResPharma

East

Berg + Schmidt

#palmfree



Supplier	Product	INCI	Description		
Nationwide	Alchemy Ingredients	<b>HIPEgel Oleo C</b>	Glycerin, Coco-Caprylate/Caprates, Water (Aqua), Sucrose Stearate, Sucrose Laurate	Natural, cold process, O/W emulsifying system that easily creates stable, high internal oil phase emulsions (>90%). Makes unique lotion textures or transparent gels with a light, 'quick break' effect on the skin. Can be used to formulate scalp/hair masks or scrubs with excellent spreadability that rinse away easily.	
	GfN Selco	<b>Biotin USP 24</b>	Biotin	Component of many enzymes in our body and an active ingredient for hair growth. Strengthens the hair and hair follicle, improves tear strength of hair and smooths skin.	
	Green Line	<b>GreenSens™ IL</b>	Isoamyl Laurate	100% natural silicone and synthetic oil alternative with an elegant and non-greasy skin feel. Highly polar, fast spreading emollient that effectively disperses pigments. Provides a silky feel and gloss to the hair, improves wet combing while boosting and enhancing foam in surfactant systems.	✓
	Green Line	<b>GreenWax™ CC</b>	Polyglyceryl-3 Stearate, Cetearyl Alcohol, PCA Glyceryl Oleate, Glyceryl Caprylate	100% natural, PEG and quat-free self emulsifying conditioning concentrate. Provides anti-static and re-fatting properties, wet combing benefits and reduces flyaways. Becomes cationic at pH < 5.5 to provide substantive conditioning performance.	✓
Green Line	<b>Organic Radigard™ CO-R</b>	Canola Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Organic botanical antioxidant from the rosemary leaf in organic canola oil. Provides reliable oxidation protection for a wide range of lipids and oils. Ideal as a 1:1 replacement for Tocopherol.	✓	



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Supplier	Product	INCI	Description		
Nationwide	KahlWax	<b>KahlJelly 7038 Coco</b> <sup>NEW</sup>	Cocos Nucifera (Coconut) Oil, Olea Europea (Olive) Fruit Oil, Rhus Verniciflua Peel Wax, Helianthus Annuus (Sunflower) Seed Wax	Offers multifunctional activity for a broad range of cosmetic applications, providing a soft skin feel, enhanced viscosity and gloss with film forming properties. It has been shown to be very effective in protecting hair from protein loss, as it is easily absorbed deep into the hair shaft.	
	Nature's Crops	<b>Natralipid® Abyssinian Seed Oil</b> <sup>NEW</sup>	Crambe Abyssinica (Abyssinian) Seed Oil	Highly stable, expeller pressed seed oil, compatible with natural and synthetic oils and waxes. A natural light emollient that absorbs quickly into skin with a smooth, soft afterfeel. Improves hair radiance, strength and combability.	✓
Nationwide	ResPharma	<b>Resplanta® HEMP INFUSION MB</b>	Cannabis Sativa Seed Oil Glycereth-8 Esters	Water-soluble hemp seed oil with emollient, soothing and nourishing properties. Demonstrated efficacy in enhancing the integrity of the skin barrier of the scalp.	
	ResPharma	<b>Resplanta® Phyto CAMELINA MB</b>	Camelina Sativa Seed Oil Polyglyceryl-4 Esters	PEG-free, water dispersible camelina seed oil produced with vegetable sourced polyglycerol. Demonstrated efficacy in enhancing the integrity of the skin barrier of the scalp.	
	ResPharma	<b>TRICOREXINA® HYDRO</b>	Tussilago Farfara (Coltsfoot) Flower Extract, Achillea Millefolium Extract, Cinchona Succirubra Bark Extract, Sodium Benzoate, Potassium Sorbate	Botanical hair care active complex composed of water soluble extracts which synergistically helps prevent hair loss, keeping the scalp protected and healthy.	



#headgames

Supplier	Product	INCI	Description		
West	Gattefossé	<b>Definicire®</b>	Jojoba Esters, Helianthus Annuus (Sunflower) Seed Wax, Polyglycerin-3	100% natural texturizing agent based on functionalized jojoba and sunflower seed waxes. Ensures perfect hair discipline in all climates and a comfortable smooth feel.	
		<b>Gatuline® Radiance</b>	Propanediol, Evodia Rutaecarpa Fruit Extract	Extracted from the fruit of the Wu-Zhu plant, well known in Traditional Chinese Medicine, this active enhances microcirculation, bringing blood flow to the surface layers of the skin and scalp to help fight against hair loss.	
	Nouryon	<b>Original Extract™ Lotus</b>	Nelumbo Nucifera Root Water	Living waters directly obtained from fruits or plants, that contain well-balanced amounts of trace elements, mineral salts and essential oils. Original Extracts™ Lotus and Rice have anti-oxidant, protection and anti-aging properties.	
		<b>Original Extract™ Rice</b>	Oryza Sativa (Rice) Bran Water		
East	Berg + Schmidt	<b>FLEXAN® II Polymer</b>	Sodium Polystyrene Sulfonate	Multifunctional anionic polymer that forms clear, flexible films, stable to temperatures exceeding 300°C, to protect hair from heat damage. Prevents flyaway strands to smooth hair and revitalize curls.	
		<b>BergCare FG M12</b>	Coco Caprylate/ Caprate, Dodecane, Citrullus Lanatus Seed Oil	Fast absorbing plant based blend including Kalahari Melon Seed Oil, rich in essential and unsaturated fatty acids. Specially designed to exhibit spreadability similar to cyclomethicone with a balanced after-feel. Ideal for dry, sensitive skin where it helps to restore moisture and barrier function.	



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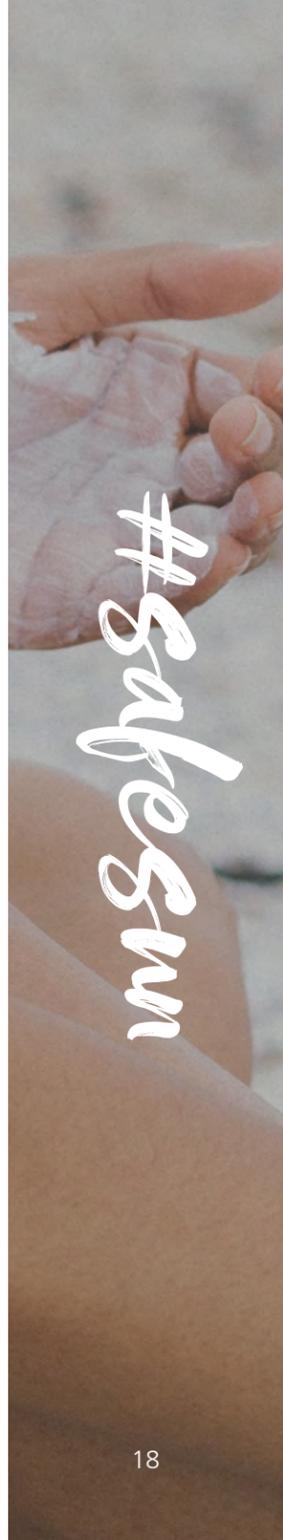
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A close-up photograph of a person's legs on a beach. The person is applying a white sunscreen to their right leg. They are sitting on a patterned beach towel. The background is a sandy beach with some seashells visible in the bottom left corner.

In the US, 14% of sunscreen users are concerned that using these types of products could be harmful to the environment; this number rises to 22% for Gen Z users.<sup>(1)</sup> As the call for environmental conservation continues to rise, brands are prioritizing claims such as ethical, sustainable, eco-friendly packaging and vegan in their sunscreen products. Today's consumers seek solutions that are efficient, elegant, environmentally conscious and safe.

<sup>(1)</sup> Mintel

#safesun



Supplier	Product	INCI	Description		
Nationwide	Alchemy Ingredients	<b>Instathix®</b> <small>NEW</small>	Xanthan Gum, Sodium Stearoyl Lactylate, Tapioca Starch, Algin	Synergistic blend of vegan powders that act as an easy to use O/W emulsification system. Creates light gel creams with a soft skin feel that can emulsify 20% oil, compatible UV filters and pigments.	
	Evident Ingredients	<b>Evicare® solve</b>	Triheptanoin	Natural, fast spreading, high polarity emollient, derived from palm-free sources with a pleasant skin feel. Acts as a powerful solvent for lipophilic actives and an effective dispersant for pigments and mineral UV filters.	
	Green Line	<b>GreenGard™ PA12</b>	Sodium Phytate	Powdered 100% natural chelating agent. Inactivates metal ions by forming a biodegradable complex to minimize oxidation and stabilize formulations.	
West	Gattefossé	<b>Emulium® Illustro</b>	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6	Innovative, PEG-free, W/O emulsifier, designed principally for use in pigmented and sunscreen formulations. Unique sensory profile, characterized by a light and soft afterfeel, ideal for all types of skin care products.	
		<b>Solastemis™</b> <small>NEW</small>	Fructose, Glycerin, Water (Aqua), Sechium Edule Fruit Extract	Protects the DNA of keratinocytes from lesions induced by UVA. Boosts endogenous DNA repair capacity and offers a shield for the dermis by protecting key proteins (collagen, elastin). Visibly corrects the symptoms of photoaging leaving skin tone lucent, even and healthy.	
	Nouryon	<b>SolAmaze™ Natural Polymer</b> <small>NEW</small>	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Caprylic/ Capric Triglyceride	100% bio-based, biodegradable, film-forming polymer that offers superior water resistance and pleasing aesthetics in SPF sunscreens and color cosmetics.	



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Supplier	Product	INCI	Description		
West / Midwest	EverCare	<b>Zano®</b>	Zinc Oxide	Zinc oxide powders, available in three different grades, designed to exhibit tailored performance in UVB, UVA and transparency.	
		<b>Zano® Plus</b>	Zinc Oxide, Triethoxycaprylylsilane	Zinc oxide powders, coated for ease of use, available in three different grades and designed to exhibit tailored performance in UVB, UVA and transparency.	
	<b>Xperse® Dispersions</b>	Various	Ready to use dispersions in a variety of carriers, based on Zano® (Plus) only, or in combination with TiO <sub>2</sub> and available in COSMOS certified options. Working with a dispersion reduces processing time and the need for specific equipment resulting in optimal formulation results.		
	<b>Assure+</b> <small>NEW</small>	Pongamia Pinnata Seed Extract	Natural SPF and UV booster for mineral-based sunscreens, that provides an increase in UVA-PF/SPF ratio and critical wavelength. Allows for SPF 50 sunscreen formulations with UVA claims using Zano® as a single UV filter.		
East	Berg + Schmidt	<b>BergaCare SmartLipids Ceramide</b>	Water (Aqua), Caprylic/Capric Triglyceride, Ceramide NP, Sodium Cetearyl Sulfate, Ceramide AP, Phytosterols, Pentylene Glycol, Sunflower Seed Acid, Stearic Acid, Behenic Acid, Oleic Acid, Palmitic Acid	High concentration of valuable skin identical ceramides, sterols and fatty acids in an advanced delivery system to improve penetration and bioavailability of the actives. Works to restore the natural skin barrier and enhance skin moisture and elasticity. Shields against environmental, chemical and biological aggressors to protect the skin from premature aging.	



Today's consumers seek signature products that deliver impact in a world of saturation. In times of uncertainty, they crave confidence to help them feel like the best versions of themselves. Our skin superheroes include our best sellers that have driven loyalty and created superfans. These powerhouse ingredients continuously prove to be the best of the best that never go out of style.

*#TheATeam*



Nationwide

GfN Selco

Evident Ingredients

Supplier	Product	INCI	Description	
	<b>Evicare® toco sun</b>	Tocopherol, Helianthus Annus (Sunflower) Seed Oil	Natural mixed tocopherol, single sourced from non-GMO Sunflower Seed Oil, containing more than 90% biocompatible alpha-tocopherol that offers powerful skin protection.	
	<b>Hyaluronic Acid Triple Solution 1.5%</b> <span style="background-color: yellow; padding: 2px;">NEW</span>	Water (Aqua), Sodium Hyaluronate	Combination of three Hyaluronic Acids with different molecular weights (SMW, LMW, VLMW) that provides intensive moisture, improves skin texture and normalizes sebum production. Restores skin barrier function, reduces TEWL, improves skin thickness and elasticity to minimize wrinkles.	
	<b>Vitamin A Acetate</b>	Retinyl Acetate	Oil soluble Vitamin A provides a number of benefits to the skin including improved firmness and resilience. This well known active increases skin thickness through collagen and procollagen production with an anti-wrinkle effect. Also used for anti-acne product to decrease inflammation as well as sebum production.	
	<b>Vitamin C Derivatives</b>	3-O-Ethyl Ascorbic Acid Ascorbyl Glucoside Magnesium Ascorbyl Phosphate Sodium Ascorbyl Phosphate Ascorbyl Isostearate	Vitamin C is one of the most widely used antioxidants to protect the skin. Available in a number of different forms, this active increases collagen production while reducing fine lines and decreasing wrinkle progression. Decreases the generation of melanin to improve skin complexion and radiance.	



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Supplier	Product	INCI	Description	
DuPont Tate & Lyle	<b>Zemea® Propanediol</b>	Propanediol	Natural, preservative-boosting alternative to petroleum-based glycols and glycerin. Enhances moisturization, provides excellent aesthetics without irritation, and maximizes the solubility of actives and functional materials.	
Gattefossé	<b>Mala'Kite™</b>	Water (Aqua), Malachite Extract	Active mineral extract, rich in trace elements including copper, that provides a stable aqua blue color to aqueous formulations. A powerful free radical scavenger that helps detox the skin and brings protection against environmental aggressions and pollution.	
Nouryon	<b>Tapioca Pure Starch</b>	Tapioca Starch	Naturally derived high purity GMO-free starch to enhance aesthetics in skin, hair, sun and color cosmetic products. It can reduce gloss and perceived oiliness in both aqueous and anhydrous formulations.	
West	<b>Transcutol® CG</b>	Ethoxydiglycol	Powerful solubilizer and efficacy booster that has been used in the cosmetic and pharmaceutical industries for decades. Recognized high purity, colorless solvent with exceptional safety and versatility of use.	



Our experienced technical team, well versed in all forms of cosmetic products, has a unique specialization in natural ingredients and formulations. With Personal Care Application Labs on each coast, we are in a unique position to partner with both our suppliers and customers in creating inspirational prototypes, facilitating co-development projects, testing new technologies and supporting all aspects of product development. Let Omya Kinetik support your next project with our specialty ingredients and technical solutions.



Our technical capabilities are focused on:



FORMULATION SUPPORT



APPLICATION &  
ANALYTICAL LABS



CUSTOM PRODUCT  
DEVELOPMENT



GREEN CHEMISTRY EXPERTISE



PROTOTYPES

Glow Stick SPF 30 Face Serum

Phantom Weightless Root Stimulating Primer

Unveil SPF 30 Color Corrector

Double Duty Scalp Exfoliator

Comfort Moisturizing Beauty Bar

Fortify Natural Toothpaste Fluoride-Free

*#getinspired*

## Glow Stick SPF 30 Face Serum

SH-01-81-06

Invisible mineral sunscreen with broad spectrum protection that smooths and perfects skin. This waterless serum can be easily applied under makeup or alone for a natural healthy glow.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b>			
Labrafac™ CC MB	Caprylic/Capric Triglyceride	Gattefossé	qs
Lipocire™ A SG	C10-18 Triglycerides	Gattefossé	7.00
KahlWax 6607L MB Sunflower	Helianthus Annuus (Sunflower) Seed Wax, Ascorbyl Palmitate, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	KahlWax	7.50
KahlComplex 6427 Megasoft	Crambe Abyssinica Seed Oil, Euphorbia Cerifera (Candelilla) Wax, Hydroxystearic Acid, Beta-Sitosterol, Rhus Verniciflua Peel Wax, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	KahlWax	3.00
KahlWax 2225 Phyto Wax	Helianthus Annuus (Sunflower) Seed Wax, Olea Europaea (Olive) Oil, Rhus Verniciflua Peel Wax, Shorea Robusta Resin	KahlWax	12.00
KahlWax 6684 Jasmine	Jasminum Grandiflorum (Jasmine) Flower Wax	KahlWax	2.00
Gatuline® In-Tense MB	Caprylic/Capric Triglyceride, Acmeella Oleracea Extract	Gattefossé	2.00
Evicare® toco mix	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.50
Evicide® GMCY	Glyceryl Caprylate	Evident Ingredients	0.30
Evicare® solve	Triheptanoin	Evident Ingredients	5.00
SolAmaze™ Natural Polymer	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate, Caprylic/Capric Triglyceride	Nouryon	3.33
<b>B</b>			
Labrafac™ CC MB	Caprylic/Capric Triglyceride	Gattefossé	15.00
Dispersun DSP-OL100 Sunscreen	Polyhydroxystearic Acid	Innospec Performance Chemicals	0.50
Zano® 20	Zinc Oxide	EverCare	20.00
<b>C</b>			
Featheleve™ PT-7001K Real Pearl Gold	Titanium Dioxide, Tin Oxide, Silica	CQV Co., Ltd	1.00
Omyaskin® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya, Inc.	3.00
			<b>100.00</b>

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# Phantom Weightless Root Stimulating Primer

SH-01-91-12

Lightweight treatment primer that nourishes and revitalizes the scalp, shields the hair from heat damage and preps for any style.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> DI-Water GreenGard™ PA	Water (Aqua) Phytic Acid, Water	--- Green Line	qs 0.05
<b>B</b> Sucrathix VX Evicare® aquatex 80 Zemea® Propanediol	Microcrystalline Cellulose, Cellulose Gum, Xanthan Gum Xanthan Gum Propanediol	Alchemy Ingredients Evident Ingredients DuPont Tate & Lyle Bio Products	1.50 0.20 4.00
Resplanta® Phyto Camelina MB	Camelina Sativa Seed Oil Polyglyceryl-4 Esters	Res Pharma Industriale	1.00
Sucrablend SP V2	Sucrose Stearate, Sucrose Palmitate	Alchemy Ingredients	3.00
Geleol Pellets	Glyceryl Stearate	Gattefossé	2.00
Kalcol 6098	Cetyl Alcohol	Kao Corporation	1.00
Natralipid® Meadowfoam Seed Oil	Limnanthes Alba (Meadowfoam) Seed Oil	Nature's Crops International	2.00
BergaCare FG Olive	Hydrogenated Ethylhexyl Olivat, Hydrogenated Olive Oil Unsaponifiables	Berg + Schmidt	2.00
KahlResin 6720 Shorea Robusta + Sunflower Oil	Shorea Robusta Resin, Helianthus Annuus (Sunflower) Seed Oil, Tocopherol	KahlWax	5.00
Evicare® toco mix	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.10
KahlJelly 7038 Coco	Cocos Nucifera (Coconut) Oil, Olea Europaea (Olive) Fruit Oil, Rhus Verniciflua Peel Wax, Helianthus Annuus (Sunflower) Seed Wax	KahlWax	5.00
<b>C</b> DI-Water Amaze™ SP Polymer	Water (Aqua) Sodium Polyitaconate	--- Nouryon	15.00 3.00
<b>D</b> Biotin USP TRICOREXINA® HYDRO	Biotin Tussilago Farfara (Coltsfoot) Flower/Leaf Extract, Achillea Millefolium Extract, Cinchona Succirubra Bark Extract, Water	GfN & Selco Res Pharma Industriale	0.005 5.00
Evicide® levanise	Sodium Levulinate, Sodium Anisate, Glycerin, Water	Evident Ingredients	3.50
			<b>100.00</b>

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## Unveil SPF 30 Color Corrector

SH-01-58-08

Color correcting cream to mask imperfections, even skin tone and protect skin from UV damage.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> Evicare® solve Labrafac™ CC MB Magnesium Stearate	Triheptanoin Caprylic/Capric Triglyceride Magnesium Stearate	Evident Ingredients Gattefossé ---	4.00 4.00 2.00
<b>B</b> Zano® 20 Plus Evicare® solve Labrafac™ CC MB Dispersun DSP-OL 100 Sunscreen	Zinc Oxide, Triethoxycaprylylsilane Triheptanoin Caprylic/Capric Triglyceride Polyhydroxystearic Acid	EverCare Evident Ingredients Gattefossé Innospec Performance Chemicals	20.00 6.00 6.00 0.60
<b>C</b> Emullium® Illustro  Natalipid® Abyssinian Seed Oil	Polyglyceryl-6 Polyhydroxystearate, Polyglyceryl-6 Polyricinoleate, Polyglycerin-6 Crambe Abyssinica Seed Oil	Gattefossé  Nature's Crops International	5.00  4.00
<b>D</b> DI-Water Evicare® aquatex 80 Zemea® Propanediol  Preservative Magnesium Sulfate	Water (Aqua) Xanthan Gum Propanediol  --- Magnesium Sulfate	--- Evident Ingredients DuPont Tate & Lyle Bio Products --- ---	qs 0.21 3.00  qs 2.00
<b>E</b> Featheleve PTM-7001D Fine Gold Featheleve PT-7901K Real Pearl Green	Titanium Dioxide, Tin Oxide, Silica  Titanium Dioxide, Tin Oxide, Silica	CQV Co., Ltd.  CQV Co., Ltd.	1.50  3.00
			<b>100.00</b>

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## Double Duty Scalp Exfoliator

SH-01-76-39

Lightweight, dual action exfoliation and anti-dandruff treatment that helps alleviate dry itchy scalp while providing residue free conditioning and anti-frizz benefits.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b>	DI-Water	---	qs
	Evidice® levulinate B	Evident Ingredients	2.00
	GreenGard™ PA	Green Line	0.05
	Evicare® aquatex 80	Evident Ingredients	0.50
	Zemea® Propanediol	DuPont Tate & Lyle Bio Products	2.00
	Resplanta® Phyto PUMPKIN MB	Res Pharma Industriale	1.00
	Resplanta® Phyto MACADAMIA MB	Res Pharma Industriale	1.00
<b>B</b>	Evicare® wintergreen	Evident Ingredients	1.00
	Zemea® Propanediol	DuPont Tate & Lyle Bio Products	4.00
<b>C</b>	GreenWax™ CC	Green Line	6.00
	GreenSens™ P30	Green Line	1.00
	BergaCare FG Olive	Berg + Schmidt	3.50
	Natralipid® Meadowfoam Seed Oil	Nature's Crops International	3.00
	Evicare® toco mix	Evident Ingredients	0.25
	Organic Virgin Argan Oil	---	3.00
	Geleol Pellets	Gattefossé	2.00
	Evicare® GB	Evident Ingredients	2.00
<b>D</b>	BergaSoft DG 50	Berg + Schmidt	2.00
	Fragrance	---	qs
<b>E</b>	Exfoliating Rice Powder 500	Interaxion	5.00
			<b>100.00</b>

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# Comfort Moisturizing Beauty Bar

SH-01-98-02

Potent, natural and vegan skin moisturizer with anti-inflammatory benefits to soothe and comfort the skin.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b>			
Lipocire™ A SG	C10-18 Triglycerides	Gattefossé	qs
KahlWax 6607L MB Sunflower	Helianthus Annuus (Sunflower) Seed Wax, Ascorbyl Palmitate, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	KahlWax	12.00
KahlWax 6290 Berry	Rhus Verniciflua Peel Wax	KahlWax	1.50
Labrafac® CC	Caprylic/Capric Triglyceride	Gattefossé	16.00
Sunflower Seed Oil	Helianthus Annuus (Sunflower) Seed Oil	---	10.00
Joboba Oil	Simmondsia Chinensis (Jojoba) Seed Oil	---	10.00
Natralipid® Ahiflower® Seed Oil	Buglossoides Arvensis (Ahiflower) Seed Oil	Nature's Crops International	2.00
	Isoamyl Laurate	Green Line	2.00
GreenSens™ IL	Hydrogenated Ethylhexyl Oliviate, Hydrogenated Olive Oil	Berg + Schmidt	2.00
BergaCare FG Olive	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	Evident Ingredients	0.25
Evicare® toco mix			
<b>B</b>			
Inflamox™ Plus	Vaccinium Macrocarpon (Cranberry) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Curcuma Longa (Turmeric) Root Extract, Zingiber Officinale (Ginger) Root Extract	Green Line	1.00
Fragrance	Fragrance	---	qs
			<b>100.00</b>

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## Fortify Natural Toothpaste Fluoride-Free

01145-88

Fluoride-free, silica-free and SLS-free natural toothpaste that works to repair microscopic defects while smoothing and whitening the tooth surface.

Ingredients	INCI Nomenclature	Suppliers	% w / w
<b>A</b> DI-Water	Water (Aqua)	---	qs
GENENCARE® OSMS-BA	Betaine	IFF Health & Biosciences	1.00
Natural Gardenia Blue Powder Extract A-80-A	Hydrolyzed Gardenia Florida Extract, Maltodextrin	Omya, Inc.	0.015
Sorbitol (70%)	Sorbitol, Water	---	27.00
Evicare® magnolia	Magnolia Officinalis Bark Extract	Evident Ingredients	0.20
Erylite® Stevia 400	Erythritol, Stevia Rebaudiana Extract	Jungbunzlauer	0.20
<b>B</b> Omyadent® 100-OG	Hydroxyapatite, Calcium Carbonate	Omya, Inc.	5.00
Omyacare® S-95 OG	Calcium Carbonate	Omya, Inc.	15.00
<b>C</b> Zemea® Propanediol	Propanediol	DuPont Tate & Lyle Bio Products	10.00
GLE Organic Glycerin	Glycerin	Green Line	5.00
Clearthix® S	Cellulose Gum, Algin	Alchemy Ingredients	1.20
Evicare® aquatex 80	Xanthan Gum	Evident Ingredients	0.20
<b>D</b> Peppermint Flavor	Mentha Piperita (Peppermint) Oil	---	1.75
			<b>100.00</b>

#Vegan #Palmfree

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