

in-cosmetics[®]
global

Presented by:



KSM-66
Ashwagandha[®]

WORLD'S BEST ASHWAGANDHA



MAKE-UP BAR

Amsterdam • 8-10 April 2025



**MAKE-UP
BAR**

Built by



In the business of
building businesses

Azelis Group NV

FOUNDATION 3 WAYS KIT

5D70



**MAKE-UP
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Radiance Boosting Creamy Powder Foundation

- Transforming texture liquid to powder
- Ultra-soft powdery feel
- Follows skinification trends

Radiance Boosting Perfecting Complexion Stick

- Water-free stick format
- Ultra-soft powdery feel
- Easy to adapt colour

Radiance Boosting Magic Makeup Mousse

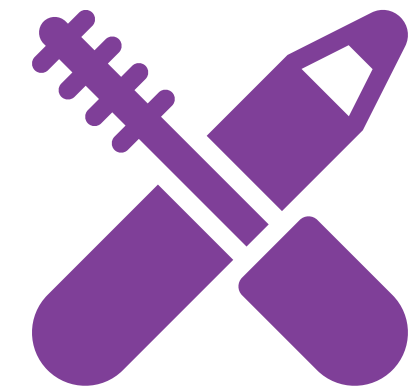
- Light mousse texture
- Ultra-soft powdery feel
- Highly natural formulation



Cellugy ApS

UNLEASH YOUR TRUE GLOW, MAKEUP THAT CARES FOR SKIN

11C14



MAKE-UP
BAR

Indulge yourself in vibrant, luxury textures, lightweight, and spreadable solutions. EcoFLEXY Color by Cellugy is the groundbreaking bio-fabricated pigment dispersant that's easily adaptable, biodegradable, and leaves your lips & skin moisturized and luminous through the day. Celebrate water-based and silicone-free products, kind to the skin health, and well-being.

Discover EcoFLEXY Color's multifunctionality through these four formulas:

- Weightless Foundation that enhances your skin's natural radiance with a barely-there feel and a flawless finish
- Radiant Lip Tint with a non-sticky texture that hydrates and smooths your lips
- Glow Blush crafted for a youthful, dewy finish
- Let You Shine Eyeshadow that envelops your eyes in a shimmering, reflective look that captivates



CFF GmbH & Co. KG

NATURAL WAY TO ENHANCE ALL MAKE-UP FORMULATIONS

11D50



MAKE-UP
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Green & Sustainable Beauty with SENSOCEL®

Discover SENSOCEL®—a 100% natural, biodegradable cellulose powder from CFF GmbH & Co. KG, designed to enhance makeup formulations while staying eco-friendly.

Why Choose SENSOCEL®?

- Eco-Friendly & Biodegradable – Plant-based, microplastic-free, and COSMOS-certified.
- Superior Performance – Provides a soft-focus effect, silky texture, and improved spreadability.
- Versatile Applications – Ideal for all makeup product formulations.

SENSOCEL® helps create flawless, long-lasting makeup with a natural matte finish, improved adhesion, and enhanced sensory feel. It offers an eco-conscious alternative to synthetic ingredients, ensuring high performance with sustainability in mind. Elevate your beauty formulations with SENSOCEL®—where nature meets innovation.



DAITO KASEI EUROPE

LONG-LASTING, NATURAL, & TRANSFORMATIVE BEAUTY

3B70



MAKE-UP
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FLUIDCOVER TRANSFORM FOUNDATION

High coverage bi-phase serum foundation. Hydrating and mattifying, it transforms into a lightweight powder for a smooth, buildable finish and long-lasting wear, leaving your skin flawless.

AIRYVELVET BLUSH

The revolutionary mousse-to-powder blush: an airy texture that transforms into a powdery touch for a natural and long-lasting finish.

MAGIC TINT AND GLOW DUO

A 2-in-1 gloss: a magical blue that transforms into a matte, long-lasting rosewood with a flawless application, followed by a shiny and nourishing transparent gloss for perfectly enhanced lips.

MOKAMORPH EYESHADOW

The chameleon eyeshadow: a fresh gel texture that unveils shifting mocha tones with green-gold iridescent highlights, delivering a multidimensional effect with a long-lasting finish.



Eastman

EASTMAN AQ™ POLYMERS

1A110



MAKE-UP BAR

Eastman AQ polymers act as film formers in skin care, hairstyling products, color cosmetics and other personal care applications. Their unique properties differentiate products and enhance the feel and performance of formulations.

INCI name: polyester-5

Certificates: vegan, non-microplastic, China compliant

Key performance benefits:

- Water resistance
- Smudge resistance
- Pigment dispersion
- No changes in viscosity

Eyebrow gel with Eastman AQ 48 ultra polymer:

- Easy-to-formulate film former
- Not tacky
- No flaking
- Quick-drying formula

Mascara with Eastman AQ 55 S:

- Good elongation of eyelashes
- Stiff film
- Long-lasting effect
- Water resistance

Makeup remover with Eastman AQ 48 ultra polymer:

- Transparent film former
- Easy removal
- Mild formulation



Eastman

EASTMAN ESMERI™ CC1N10

1A110



MAKE-UP BAR

Consumers want personal care products that perform well – but with ingredients they can trust. Eastman Esmeri™ CC1N10 cellulose ester micropowder isn't just another ingredient. It's a breakthrough.

Formulate with confidence. Esmeri CC1N10 is:

- Suitable for a variety of color cosmetics
- Compatible with lipophilic formulations
- A sustainable solution without compromising performance

Foundation

- Soft focus effect to reduce fine lines and wrinkles
- Improved texture and sensory profile
- Natural finish

Lipstick

- Improved color payoff and even coverage
- Smooth application
- Reduced greasiness with lasting comfort

Pressed powder

- Improved compressibility in talc-free products with desired pickup
- Soft focus effect reduces fine lines and wrinkles
- Improved smoothness and spreadability



ECKART GmbH

DRAMA, DRAMA, BABY!

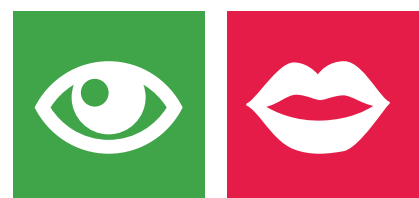
5G70



MAKE-UP
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What does it take to catch consumer's attention with dramatic effects? The right toolbox!

- BREATHTAKING SPARKLE – Highlighter Mousse featuring Mirage effect pigments for the flattering bronze shine and the outrageous metallic sparkle.
- SENSATIONAL METALLIC SHINE - Jelly Lip gloss. Metallic effect in a hip berry color? No problem with the right SynCrystal Pigments to cater for coverage, color intensity and metallic brilliance.
- POWERFUL COLOR - Eye liner gel. Intense colors and global compliance are possible with the variety of colorful SynCrystal effect pigments.
- ULTIMATE GLOW - Moccha Mousse multi-purpose cream. Achieve the soft bronze shade and the silver background of Pantone's Color of the year with SynCrystal pigments and push the shine of the formulation with Synafil 1050.



Elementis

LUSCIOUS LIP DUO

1C30



MAKE-UP
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Glazed lips, glossy lips... kiss dull lips goodbye with our Luscious Lip Duo!

Hydrate with our Pillowy-soft Lip Treatment or shine with our Glossy Lip Color Melt. Best of all? Use both for the perfect pout!

- Pillowy-soft Lip Treatment: Creamy liquid balm for smooth, glossy, pillowy-soft lips. BENTONE GEL[®] LIP V enhances color and prevents sweating. FANCOR[®] MEADOWFOAM SEED OIL offers stability and a soft feel. THIXCIN[®] R PC and MEADOWLACTONE[®] provide texture, spreadability, and soothing efficacy. MEADOWESTOLIDE[®] improves moisturization.
- Glossy Lip Color Melt: Lipstick that melts instantly, delivering a silky, glossy finish. BENTONE GEL[®] PTIS V enhances color and elasticity. THIXCIN[®] R PC ensures texture and easy application.



GEOTECH

SILUX AURORA EYESHADOW

2C40



MAKE-UP
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Silux[®] Aurora is a premium range of multi-layer effect pigments designed for high-end cosmetic products. These pigments offer a striking iridescent colour-travel effect, showcasing a three-stage multidimensional aurora colour play. Their outstanding performance requires only a small percentage in formulations to achieve a dramatic iridescent effect, maximising efficiency. Silux[®] Aurora transcends traditional effect pigments, providing formulators with a new dimension of colour.



IMERYYS

SILKY OCEAN PERFECTOR

5A100



MAKE-UP BAR

Reveal your natural beauty with our “Silky ocean perfector”!

This pastel blue unifying powder enriched with ImerCare® MicaSilk, neutralizes yellow tones caused by fatigue and lack of radiance, which can make your skin look tired and dull.

Perfect for an even skin complexion, this powder delivers:

- silky touch, for effortless pick-up and a smooth feel,
- matte finish, for a sophisticated look,
- high cohesiveness, for high performance.

Join us at stand 5A100, to discover more about it!



JRS

PEARLESCENT SERUM TABLETS FOR RECONSTITUTION

1A70



MAKE-UP BAR

Gel serum tablets to reconstitute – bringing glamour and beauty in solid form! With selected active ingredients, the tablets combine formulation and technical expertise. The swelling cellulose VITACEL® CS 50 DI ensures instant disintegration of the tablet and VIVASTAR® CS 200 Glucose serves as water soluble filler as well as humectant. The serum formulation is adaptable to all skin tones: “Holo glam” as a light body and face highlighter and “Sunny glam” to illuminate and slightly tint the face. Serums in tablet format - the environment friendly hybrid solution for skin care and make up:

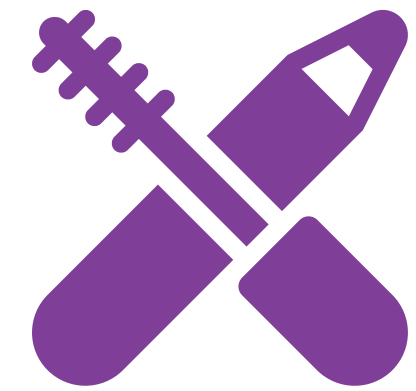
- For reconstitution in bottle or direct single use
- Adaptable to all skin tones
- Natural origin content > 96 % in reconstituted formulations



Kahl GmbH & Co. KG

KAHLBASE 7040 SEABUCKTHORN

3A80



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PRIMA BALLERINA'S BLUSH (CC-CHK-010-03) – This blush comes in a convenient stick format that is easy to apply and blend. The creamy formula has a semi-sheer finish for a soft, natural look.

1. Vegan
2. Stick format
3. Creamy

SEABERRY SPLASH (CC-LIP-056-01) – This highly pigmented formula delivers vibrant color with an excellent pay-off and maximum wearing comfort.

1. Vegan
2. Glossy
3. Creamy

CANDY GLAZE (CC-LIP-058-01) – This long-lasting formula provides excellent adhesion and brilliant gloss with sheer coverage.

1. Vegan
2. Glossy
3. Long-lasting



Lubrizol

PEMUPUR™ VISTA POLYMER FOR MAKEUP FORMULATIONS

1A90



MAKE-UP BAR

PemuPur™ VISTA polymer is a naturally derived and biodegradable polymeric emulsifier, which combines performance and sustainability. Its innovative structure ensures that at low use levels, it is possible to achieve pigmented emulsions, while providing light sensory, softness and absence of stickiness.

In makeup applications it provides:

- Good pigment compatibility.
- Stabilization and viscosity build in pigmented formulas enabling reduction of emulsifiers, helping to create makeup formulas gentle for the skin.
- Sensory and versatility for O/W makeup formulas, such as Cloud Skin Tint, Shimmer Bronzing Face Wand, Liquid Glaze Eyeshadow and Blush & Lips Jelly Stick.
- Delight in PemuPur™ VISTA polymer's eco-friendly makeup formulations, with over 85% natural origin content, from Lubrizol.



Maian

ISODODECANE LIKE

ID93



MAKE-UP
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Versatile and compatible with makeup formulations, Isododecane Like is 100% natural and sustainable, offering performance similar to synthetic alternatives. A safe ingredient for working at high temperatures, its pleasant sensory feel and excellent spreadability make it the ideal solution to add value to your product.

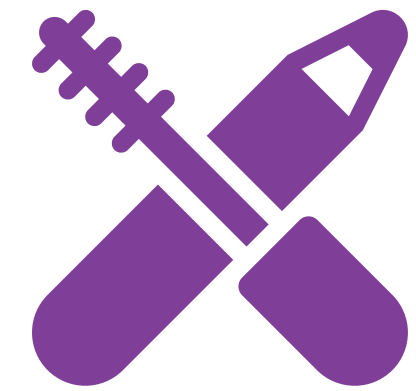
- From a 100% natural and sustainable source
- Helps with formulation stability, film formation, and water resistance
- Excellent spreadability



Miyoshi Europe

BLUSH MANIA

5A130



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Blush Mania offers a trio of blush formulas designed to illuminate your complexion and provide a natural glow. These three formats cater to various preferences and needs, ensuring a perfect match for every style:

- Solid Blush: This ultra-soft, creamy formula melts perfectly onto the skin, for a healthy & glow look.
- Powder Blush: Its light texture glides on smoothly and provides a matte luminous finish. Ideal to sculpt cheekbones while adding a touch of color.
- Liquid Blush: ultra-fluid and ultra-light; its airy texture combines comfort and pleasure for a perfect healthy look.

Which formula is your favorite? Come and tell us at booth 5A130.



NISSHIN OILLIO - IQL

FLORA DUO-LIPSTICKS: INNOVATIVE FORMULATION

5E120



MAKE-UP
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FLORA goddess of flowers and the complex painting "Spring" from S.Botticelli inspired us to propose a duo of lipsticks: a high technically innovative and a sustainable one.

1. High-tech stable formula that bonds both the solid and oily components of the lipstick. Combination of NOMCORT NW- 100% natural-derived wax and SALACOS TG-810s -100% natural-derived base oil providing high hardness to the gel with a very good feeling to the touch.
2. Sustainable lipstick using vegetable non-palm derived ingredients, Creamy & light feeling with a very good emollience due to the special combination of waxes and oils: SOLDOC PG 336 wet pigment agent, EMOLID ISN smooth and silicone alike sensoriality that reduce the oiliness and Emolid DD with good spreadability and pay off the color.



Noupotentia Japan / INA TRADING

100% PLANT-DERIVED POWDER

1A110



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AMYLOPECTIN POWDER F (AMP) is a 100% vegetable (rice) powder that has been developed as an alternative to microplastic powders. Though ordinary rice powder has a rough feel and also absorbs water, AMP has a very smooth feel and does not absorb water due to a special granulation process. Amylose, which is contained in ordinary rice powder, can cause decay, but AMP is composed of amylopectin, not amylose, so it is expected to be non-decaying.

1. Fluffy Rice Foundation with 30% AMP

- Smooth feel
- Does not cause swelling or stickiness due to sweat and sebum

2. Non-Greasy, Non-Sticky Cream Concealer with 20% AMP

- Creamy and rich feel
- Feel changes from creamy to powdery after applying to the skin
- Satisfactory soft-focus performance



Noupotentia Japan / INA TRADING

LIPSTICK WITH HYBRID WAX SERIES

1A110



MAKE-UP
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HYBRID WAX Series is a blend of synthetic wax and the unique “fractionated natural wax”:

1. HYBRID WAX CS-20: Low-polarity ester fraction of Carnauba wax
2. HYBRID WAX ES-20: Ester fraction of Candelilla wax
3. HYBRID WAX HCS-20: Hydrocarbon fraction of Candelilla wax

1. / 2. Smooth Lipstick with HYBRID WAX CS-20 / HYBRID WAX ES-20

- Elegant feel and sufficient stick tolerance (ES-20 makes a richer and thicker feel than CS-20)
- Stable solidification of high-polarity and middle-polarity oil
- Alternatives to petroleum-based waxes such as ozokerite and microcrystalline wax

3. Lip Balm with HYBRID WAX HCS-20

- Smaller variation between batches than synthetic wax alone
- Stable solidification performance
- Increased Natural Index due to plant-derived hydrocarbon from Candelilla wax



Noupotentia Japan / INA TRADING

NATURAL LIPSTICKS WITH SOPHISTICATED BOTANICAL WAX

1A110



MAKE-UP
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1. Lipstick with TS-1

CARNAUBA WAX TS-1 is a low-polarity wax ester fractionated from carnauba wax and can solidify oil strongly. As proof of its solidity, this lipstick is solidified with only 12% TS-1 and is stable without exudation up to 45 degrees C. All the oils used are also naturally derived.

- 100% botanical wax
- Strongly solidifies oil
- Thermally stable

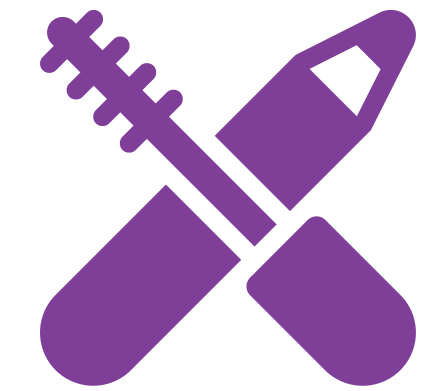
2. Natural Origin Lipstick with 2B

The combination of TS-1 and sunflower wax has an amazing synergistic effect, and NATURAL SYNERGY WAX 2B is the blend of these "Two Botanical" waxes. 2B can solidify oil more strongly, but the feel is smoother. This lipstick is solidified with only 12% 2B, and all the ingredients used are also naturally derived.

- 100% botanical wax
- Solidifies oil strongly but smoothly
- Thermally stable



Noupotentia Japan / INA TRADING



**MAKE-UP
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HIGH POLARITY CARNAUBA WAX APPLICATION

1A110

1. O/W Liquid foundation with high polarity "CARNAUBA WAX HP"
 - Stable emulsion with high polarity CARNAUBA WAX HP
 - Rich and thick film forming ability
 - Long lasting ability
2. O/W Cream foundation with "CARNAUBA WAX GEL" that can be applied to the emulsion water layer
 - Water resistant film forming wax is allocated at water layer of emulsion.
 - Excellent spread ability and film uniformity
 - Good color development



PolymerExpert, part of Solabia Group

OLEOSHINE® GREEN – THE FUTURE OF NATURAL RADIANCE

5D60



MAKE-UP
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OleoShine® Green is a next-generation, 100% bio-based film-former that brings exceptional shine and performance to cosmetics. Here's why it stands out:

- Eco-friendly: Made from renewable resources with green chemistry, supporting sustainable beauty practices. Its cold-processable nature helps reduce energy consumption during formulation
- High-performance: With high viscosity, ultra-radiant shine, and optimized adhesion, it forms a uniform, long-lasting film, enhancing durability
- Exceptional sensory appeal: Its smooth, enveloping texture ensures a non-sticky feel, providing superior comfort and a pleasant application experience –outperforming traditional natural alternatives.

It delivers synthetic-like performance without microplastic concerns, redefining the standard for sustainable beauty.



SOUJANYA COLOR PVT LTD

COLOR YOUR WORLD, RADIATE BEAUTY

2B35



MAKE-UP
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1. FOUNDATION STICK

- High performance SILICONE medium colorants (CYCLOPENTASILOXANE FREE)
- Long lasting, High strength & Cost effective
- Available in different SKIN TONE color shades

2. JET BLACK EYE LINER

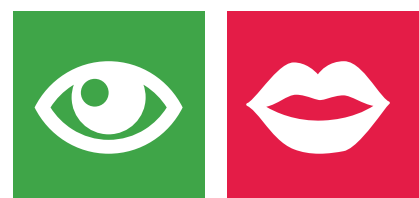
- The 'Jettest Black' Colorant Revolutionizing Eyeliner Formulations!
- Achieve unparalleled color intensity with our ultra-fine particle size
- User-Friendly: Easy to incorporate into your formulations, saving your time and effort

3. LIQUID LIP COLOR

- High performance SILICONE medium colorants (CYCLOPENTASILOXANE FREE)
- Intense color PAYOFF & long lasting
- Rich color strength in lower pigment usage

4. COFFEE FACE PACK

- Clean regulatory compliance colorants (sulfate/Paraben/petrolatum free)
- Good color stability in wide pH range & Light fastness
- Replacement of unstable color dyes



Sun Chemical

ILLUMINATING INCLUSIVITY WITH TIMICA® TERRA

1A10



MAKE-UP
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Inclusive beauty celebrates all skin tones, types, undertones in complexions.

Timica Terra colors were created to celebrate inclusive radiance. Style a spectrum of shades with both coverage and built-in glow. These natural mica-based effect pigments made with high purity iron oxides offer easy-to-use products that cater to a wide range of skin tones with satin finishes. With elevated loadings of iron oxides, Timica Terra colors create shades with skin-perfecting coverage and light diffusing radiance. Achieve more natural-looking complexion shades with the uniquely warm hue of USA mica in Timica Terra natural mica-based effects.

- No milling or grinding necessary, simplifying manufacturing processes
- Made with 100% ethically sourced USA mica
- Globally approved for all cosmetic application



Veneta Mineraria SpA

GLAMOUR LOOSE FACE POWDER

11A41



MAKE-UP
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In the Golden Age of Hollywood, Art Deco celebrated the ethereal beauty of the porcelain-faced diva, crafted with the delicate touch of face powder.

This transformative powder wove an aura of mystique and refined sophistication, a hallmark of timeless elegance personified by legends like Greta Garbo, Marlene Dietrich, and Jean Harlow.

Glamour loose face powder is a tribute to the ethereal beauty of Hollywood divas. The talc-free formula, crafted with matte Mica and Kaolin sourced in Spain creates an impalpable veil on the skin, leaving a matte and transparent finish.

