



**PFI4744CS**  
**28/01/20**

### Hydration Soft Focus Base (+46%, after 2 hours)

**Description:**

"Hydration Soft Focus Base" is a unique and yet simple skin care product that provides hydration and rejuvenation due to Nordic Beauty Birch Sap and Hydrasoft® Moist SAP. Novatext® Soft Focus 10 ISO 16128 instantly blurs pores and fine lines, for a matte and smooth complexion.

**Key ingredients:**

- Nordic Beauty Birch Sap is a pure, bioactive fluid from the Nordic nature. It is full of vitamins, minerals, sugars and trace elements. It rejuvenates, hydrates and protects the skin from environmental pollution.
- Hydrasoft® Moist SAP is a transparent gel that modifies rheology of formulations. It provides moisture, softness and freshness to the skin without tackiness.
- Novatext® Soft Focus 10 ISO 16128 is a texture modifier that gives a soft and silky feel. It also acts as a soft focus agent and has a mattifying effect on the skin.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Birch Sap	A	Betula Alba Juice (and) Preservative system according to customer's choice	58,50%	Solvent, Increases microcirculation
Hydrasoft® Moist SAP		Glyceryl Acrylate/Acrylic Acid Copolymer (and) Betula Alba Juice (and) Butylene Glycol (and) Preservative system according to customer's choice	34,00%	Refreshing, Humectant, Moisturebarrier
Creagel® EZ VF 20		Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Hydrogenated Vegetable Oil	2,50%	Auto-emulsifier, Viscosity modifier
Novatext® Soft Focus 10 ISO 16128	B	Silica (and) Hydrogenated Vegetable Oil (and) Stearalkonium Hectorite (and) Propylene Carbonate	5,00%	Soft focus agent, Softness

**Procedure:**

Weigh phase A and put under stirring until homogenization.  
When phase A is homogeneous, add phase B under stirring.  
Leave under stirring until homogenization.

**Efficacy Testing :**

2 subjects - On the hand:  
Hydration increase of 46% after 2 hours.  
Wrinkles reduction after 5 minutes : Delta D has been reduced by 29,24%.  
Wrinkles reduction after 5 minutes : Delta W has been reduced by 6,38%.  
Microcirculation increase by 16% after 5 minutes of application.  
Epidermal cells volume increase by 39% after 5 minutes.

**ISO 16128 Indexes:**

Natural Origin Content: 78,74%  
Natural Content: 73,16%  
  
Organic Origin Content: 73,16%  
Organic Content: 73,16%