



PFI4775CS
07/02/20

Eye-Gel Area with Birch Tree Water

Description:

"Eye-Gel Area with Birch Tree Water" is a surprising skin care product that provides hydration and smoothness. The transparent, water based serum contains white inclusions, with purple reflects depending on the light. This product provides extreme freshness upon application, for a healthy-looking complexion.

Key ingredients:

- Hydrasoft® Moist SAP is a transparent gel that modifies rheology of formulations. It provides moisture, softness and freshness to the skin without tackiness.
- Creagel® 200 GLY is a water soluble gel based on glycerine. It is a viscosity and texture modifier that provides extreme hydration and softness without tackiness.
- Liquid Crystal® Reflect Purple is an iridescent crystalline cholesterol ester. It is used in Colour Care and Skin Care applications, as it gives surprising purple reduction.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Birch Sap	A	Betula Alba Juice (and) Preservative system according to customer's choice	41,00%	Solvent, Moisturizer
Hydrasoft® Moist SAP		Natto Gum (and) Betula Alba Juice (and) Butylene Glycol (and) Preservative system according to customer's choice	30,00%	Thickener, Moisture barrier
Creagel® 200 GLY		Glycerin (and) Sodium Polyacrylate	27,00%	Viscosity modifier, Humectant
Liquid Crystal® Reflect Purple	B	Cholesteryl Oleyl Carbonate	2,00%	Skin protecting

Procedure:

Weigh phase A and put under stirring until homogenization.
When phase A is homogeneous, add phase B.
Leave under stirring until homogenization.
Then pack the gel and add phase B, creating inclusions.

Efficacy Testing :

2 subjects - On the eye area:
Hydration increase:
- 224% after 30 minutes
- 205% after 1 hour
- 237% after 2 hours
- 219% after 4 hours

TEWL decrease:
- 12% after 30 minutes
- 42% after 1 hour
- 26% after 2 hours
- 53% after 3 hours

ISO 16128 Indexes:

Natural Origin Content: 55,99%
Natural Content: 54,68%

Organic Origin Content: 54,68%
Organic Content: 54,68%