



PFI5415CS
05/03/2021

Minimalist Sap Water Defocus

Description:

"Minimalist Sap Water Defocus" is the ideal skin care product to apply in the morning, underneath make up. Indeed, this light emulsion provides hydration and smoothness, while blurring skin imperfections thanks to Novatext® Soft Focus 10 ISO 16128. Nordic Beauty Birch Sap will increase skin thickness while protecting it from external aggressions. This face cream is the proof that it is possible to create delightful and efficient formulas with very few ingredients.

Key ingredients:

- Nordic Beauty Birch Sap is a pure, bioactive water from Nordic Nature. It is full of vitamins, minerals, sugars and trace elements. It rejuvenates, hydrates and protects the skin from environmental pollution. Thanks to its high osmolarity, this vegetable water is able to improve keratinocytes swelling.
- Hydrasoft® Moist is a transparent gel that modifies texture of formulations. It dramatically increases skin hydration and microcirculation while decreasing TEWL. This efficient osmotic function increases water content of the skin and improves the swelling of keratinocytes, with a resulting thickening of the skin.
- Novatext® Soft Focus 10 ISO 16128 is a texture modifier that gives a soft and silky feel. It also acts as a strong 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	50,00%	Osmose booster, Hydrating
Hydrasoft® Moist		Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol	32,00%	Texture modifier, Humectant
Biomethics® CPS O/W		Solanum Tuberosum (Potato) Starch (and) Squalane (and) Limnanthes Alba (Meadowfoam) Seed Oil (and) Water (and) Hydrogenated Lecithin (and) Xanthan Gum (and) Tocopheryl Acetate (and) Preservative system	8,00%	Cold process emulsifier
Novatext® Soft Focus 10 ISO 16128	B	Hydrogenated Vegetable Oil (and) Silica (and) Disteardimonium Hectorite (and) Propylene Carbonate	10,00%	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.
Adjust the pH between 5,3-6 if necessary.

Efficacy testing

2 subjects - on the hand and crow's feet:
- Hydration increase of 307%, after 5 minutes of application
- Wrinkle reduction of 26,08% in depth (Delta D), after 5 minutes of application
- Wrinkle reduction of 12,38% in width (Delta W), after 5 minutes of application

ISO 16128 Indexes

Natural Origin Content: 67,01%
Natural Content: 55,37%

Organic Origin Content: 49,45%
Organic Content: 49,45%

Important

Biomethics® CPS O/W should be integrated into the continuous phase and mixed for about 30 minutes before emulsification to avoid granules.