



A new consumer experience combining sensoriality and scent: **Innovative Caring Perfume is renewing perfuming rituals !**

Perfuming, hydrating, formulated without ethanol: this fragranced cream is intended for a local application and avoids skin dryness.

By cold process, **GELTRAP™** technology allows the obtention of a stable highly fragranced cream without scent denaturation. **AQUAXYL™** brings caring properties by hydrating the skin, it also supports the formula stability.

Studies show that ICP fragrance is more long lasting in comparison with ethanolic *eau de toilette* or an hydroalcoholic gel (tested on a 27 experts panel).



A formula co-developed with



Expressions Parfumées

Formula		
A	Aqua/Water AQUAXYL™ SEPIPLUS™ 400	Up to 100% 1.00% 1.50%
B	EASYNOV™ Phenoxyethanol and Ethylhexylglycerin Perfume/Fragrance Blooming LANOL 99	3.00% 1.00% 10.00% 4.00%

Contains linalool, citronellol, cinnamyl alcohol, hydroxycitronellal, geraniol, limonene, cinnamal.

Procedure
LABORATORY SCALE - 300 g

Weigh water and add SEPIPLUS™ 400 in water under defloculator (1200 rpm during 4 min) to create an aqueous gel, then add Aquaxyl under stirring. Blend the phase B and mix with spatula and add it into the phase A. Mix 5 times with a spatula to well introduce the phase B into the phase A. Mix under anchor first slowly (75 rpm during 1 min) then increase speed agitation (300 rpm during 9 min).

Characteristics

Appearance	Pourable white shiny cream
Viscosity 1M at RT	30,500 mPa.s Brookfield S4S6
Stability*	Stable after 1M at RT, 45°C and cycles -4°C/+40°C

Protect the formula from the light in an opaque packaging.

Raw materials from SEPPIC

AQUAXYL™

Xylitylglucoside and Anhydroxylitol and Xylitol

AQUAXYL™ moisturizes and restructures the skin by harmonizing the hydric flow of the skin. Water reserves are instantly boosted, water circulation is improved in all skin layers and water loss is reduced (*in vitro* and *in vivo* tests prove this efficacy). It's mechanism of action has been validated by cosmetogenomics. Cosmos and Natrue approved.

SEPIPLUS™ 400

Polyacrylate-13 and Polyisobutene and Polysorbate 20

Thickening agent in liquid form ready to use (no pre dispersion or neutralization). SEPIPLUS™ 400 gives an improved electrolyte resistance. It also allows a good pick-up and guarantees a good spreadability and is compatible with a wide range of actives over a wide pH range (3 to 12).

EASYNOV™

Octyldodecanol and Octyldodecyl Xyloside and PEG-30 Dipolyhydroxystearate

Liquid lipophilic emulsifier. EASYNOV™ realizes emulsions with an internal gelled aqueous phase extra-rich in water by a cold process with gentle stirring: the GELTRAP™ emulsions. This novel formulation form offers surprising textures, marrying freshness and cushion effect.

LANOL 99

Isononyl Isononanoate

Emollient agent. Polar ester. Soft and light touch, non greasy finish and short play-time.

Other raw materials...

- Expressions Parfumées

Perfume: **BLOOMING**

- Schülke & Mayr

Phenoxyethanol and Ethylhexylglycerin: **EUXYL PE9010**