

Short formulas with reduced INCI labelling...

- For sensitive skin, increased feeling of security
- Simplicity & transparency for the consumer
- Essential ingredients only
- Cost saving

Formulating with **10 to 15 ingredients** is a **challenge** that SEPPIC addresses for all types of applications



Favourise "Super-Ingredients" with short INCI (1 or 2 INCI max)

POWERFUL

SEPIMAX ZEN™, *unexpected properties*
Polyacrylate Crosspolymer-6

MULTIFUNCTIONAL

SEPINOV™ EMT 10, *oil versatility (nature, %)*
Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer

SENSANOV™ WR, *application versatility (skin, makeup, suncare)*
C20-22 Alkyl Phosphate - C20-22 Alcohols

MONTANOV™ L, *consistency versatility (spray to butter)*
C14-22 Alcohols - C12-20 Alkyl Glucoside

SENSORIAL

EMOGREEN™ / EMOSMART™ range, *to replace silicone oils*
C15-19 Alkane

Find Smart Associations to reduce INCI labelling

SEPINOV™ EMT 10 & SIMULGEL™ NS have the same polymer INCI
Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer

EMOGREEN™ L15 & EMOGREEN™ L19 have the same INCI
C15-19 Alkane

Discover Ideas to boost viscosity

GELTRAP™ Technology

SEPIMAX ZEN™ + SOLAGUM™ TARA (Caesalpinia Spinosa Gum)

MONTANOV™ range + **LANOL™ P** (Glycol Palmitate)

Sprays

Refreshing Express Mist US20025

SEPIMAX ZEN™	0.35%
Ethanol	65.00%
Water	Up to 100%
AQUAXYL™	1.00%
Glitters	0.10%
Fragrance	1.00%

Super-ingredient:

SEPIMAX ZEN™, able to create transparent gel + suspend particles + stabilize 65% Ethanol

Formula heart*:
5 ingredients
8 INCI

* Formula heart:

Texture ingredients without actives
Fragrance counts for 1 INCI (out of allergen)
Colorant counts for 1 INCI

Select Pure Natural Active Molecules (1 INCI)

AMINOVECTOR™, amino acids grafted on vegetable-based fatty chains

SEPIIFT™ DPHP, *Firmness, Wrinkles, Lip plumping*
Dipalmitoyl Hydroxyproline

TIMECODE™, *Radiance*
Palmitoyl Glycine

SEPIWHITE™ MSH, *Lightening*
Undecylenoyl Phenylalanine

CELTSOME™ technology, 100% pure plant cells (powder)

CELTSOME™
Eryngium Maritimum ST, *Full skin renewal & Firmness*
Eryngium Maritimum Extract

CELTSOME™
Crithmum Maritimum ST, *Lightening, Radiance, Hydration*
Crithmum Maritimum Extract

ETHICAL MALAGASY purified plant extracts

HETEROSIDES, *Skin Barrier*
Centella Asiatica Leaf Extract

MADECASSOSIDE, *Soothing, Redness & Reactivity*
Madecassoside

Transparent serums

Formula heart*:
11 ingredients
15 INCI

Water Care - EU07341A

Water	Up to 100%
SENSANOV™ WR	0.50%
Triethanolamine 50%	0.14%
Butylene Glycol	10.00%
Propylene Glycol	10.00%
SEPIMAX ZEN™	0.30%
Cyclopentasiloxane	3.00%
OLIGOGELINE™ PF	1.00%
AQUAXYL™	3.00%
Ethanol	3.00%
Colorant	0.30%
Preservative	0.60%
Fragrance	0.05%

Super-ingredients:

SEPIMAX ZEN™, able to create transparent gel + thicken glycol

SENSANOV™ WR, able to decrease the tackiness of glycol

Ingredients that inspire



Minimalist Beauty

Less is more



...Conventional

Powderless Fluid Serum

EU07433

SIMULGEL™ NS	1.70%
SEPINOV™ EMT 10	0.70%
EMOGREEN™ L15	5.00%
Water	Up to 100%
AQUAXYL™	3.00%
SEPICALM™ S WP	1.00%
SESAFLASH™	3.00%
CELTOSOME™ Crithmum Maritimum	0.20%
Preservative	1.00%
Fragrance	0.20%
Colorant	0.06%
Citric Acid	0.16%

Formula heart*:
8 ingredients
10 INCI

Smart Association: Combine polymers without extending labelling (**SIMULGEL™ NS** & **SEPINOV™ EMT 10** have the same polymer INCI)

Skin care serums...

...Natural



COSMOS APPROVED

Water	Up to 100%
Glycerin	2.00%
ORAMIX™ CG 110	0.50%
Organic Rose Water	19.00%
SOLAGUM™ AX	1.50%
EMOGREEN™ L19	5.00%
ANTILEUKINE 6™	2.00%
NATIVE ESSENCE™	1.00%
Organic Aloe Vera Extract	1.00%
Preservative	0.80%
Fragrance	0.20%
Tocopherol	0.10%
Sodium Hydroxide	Up to pH

Shield Serum

EU07445

Formula heart*:
11 ingredients
17 INCI

Super-ingredients:
SOLAGUM™ AX, unique natural polymer to make a simple cream-gel
EMOGREEN™ L19, enhancing the lightness in natural texture

Creams in Pot

Body Cream Rich in Oil

EU06999

MONTANOV™ L	1.00%
C12-13 Alkyl Benzoate	50.00%
SEPINOV™ EMT 10	1.00%
Water	Up to 100%
Preservative	1.00%
Fragrance	0.05%
Triethanolamine	0.10%

Formula heart*:
7 ingredients
12 INCI

Super-ingredients:

SEPINOV™ EMT 10 able to stabilize up to 50% of oil phase keeping rich but non greasy skin feel
MONTANOV™ L easy to thicken emulsifier

Original Concepts...

Formula heart*:
7 ingredients
12 INCI

Super-concept:

GELTRAP™ Technology:
1emulsifier + 1oil + 1polymer give a consistent but fresh texture

...Geltrap™

Hydrating Cryo-Geltrap Mask

EU07324

Water	Up to 100%
SEPIPLUS™ 400	1.20%
SEPIVITAL™	0.01%
AQUAXYL™	3.00%
EASYNOV™	3.00%
Isohexadecane	2.00%
Neopentyl Glycol Diethylhexanoate	3.00%
Fragrance	0.20%
Preservative	1.00%

...Biphasic

"2 Cures 4 You" - Hair bi-phase

EU07280A

% Water	Up to 100%
80 % FLUIDIPURE™ 8G	5.00%
Tetrasodium Glutamate Diacetate	0.20%
Preservative	0.50%
Colorant	0.08%
Citric Acid (25%)	Up to pH
20 % ESCULANE™	1.00%
EMOSMART™ L19	18.90%
Lemon Peel Oil	0.10%

Oils

Sun Protection Oil SPF50+ In Vivo

EU07426

EMOGREEN™ L15	33.70%
EMOSMART™ L15	6.00%
C12-C15 Alkyl Benzoate	20.00%
Bis-Ethylhexyloxyphenol	5.00%
Methoxyphenyl Triazine	
Diethylamino Hydroxybenzoyl Hexyl Benzoate	10.00%
Ethylhexyl Methoxycinnamate	10.00%
Ethylhexyl Salicylate	5.00%
Homosalate	10.00%
Fragrance	0.30%

Formula heart*:
9 ingredients
9 INCI

Super-ingredients:

EMOSMART™ or **EMOGREEN™** lines impart a light & evanescent skin feel to oil base

Formula heart*:
7 ingredients
10 INCI

Super-ingredient:

ORAMIX™ CG 110 provides sufficient foam & cleansing without whitening upon application

...Foam

Urban Detox Dry Cleanser

Micellar Water - EU07340

ORAMIX™ CG 110	0.25%
Fragrance	0.10%
Preservative	0.60%
Water	Up to 100%
AQUAXYL™	1.00%
FLUIDIPURE™ 8G	5.00%
SEPI TONIC™ M3	1.00%
Tetrasodium Glutamate Diacetate	0.20%
Citric Acid 25%	0.08%