

face care

rituals

Personal Care

AAK

inspirasian
featuring
Lipex SheaLight™





Face reality...



the world
is changing

A few years ago BB creams developed in Asia took the West by storm and inspiration in the world of beauty shifted virtually overnight. Now cosmetics brands and consumers everywhere are looking to the East for the next big thing, and changing their approach to daily face care.



East West and in-between

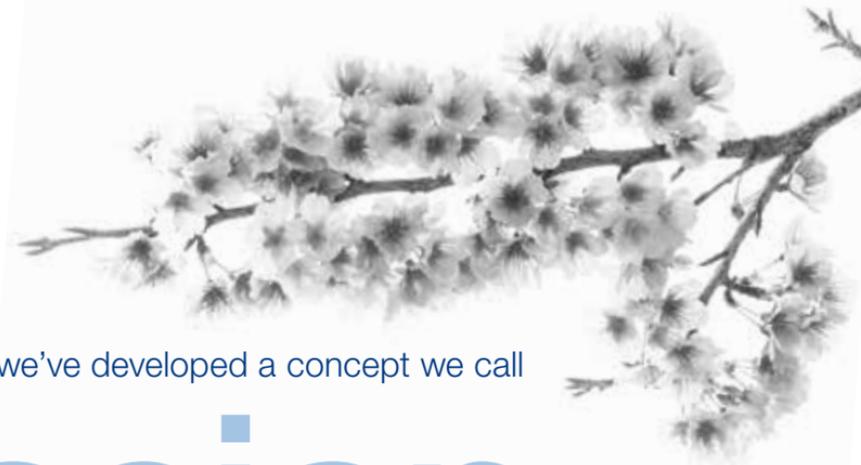
What's the real secret behind the smooth and bright complexion of women in Korea and Japan? Facial massages? Masks? Green tea?

Whatever it is, Asia's passionate obsession with sophisticated skin care rituals involving up to twelve steps is making an impact on the rest of the world. Besides basic cleansing and moisturising, they include steps for additional functionality ranging from whitening and anti-ageing, to brightening, UV protection and more.

Though women in the West are reluctant to go to such extremes, they are nonetheless intrigued. Multi-action BB creams, for example, have become super popular from New Delhi to New York as an easy, time-saving way to add to simpler, two-step routines. Even the typically lighter feel of Asian formulas is stirring up delight far beyond the cosmetics shops of Myeongdong, Shibuya and Orchard Road.



Inspired
by Asia,
created
for everyone



To help you navigate this shifting tide we've developed a concept we call

inspirasian
face care rituals for a changing world

We invite you to discover these six face-pampering steps and formulas featuring our multi-functional emollient ester Lipex SheaLight and other natural based functional ingredients. We hope they will inspire you to create next-generation skin care delivering Asian lightness and functionality, along with more care for our planet.

step 1

morning cleansing

The first step in any face care routine is to free the skin from what shouldn't be there

Our **Pure Start Dual-Phase Cleanser** merges the freshness of water with purifying oils, for gentle and effective removal of excess sebum and any remaining makeup. It leaves skin feeling fresh, soft and ready for the next steps – a great start to the morning or when freshening up later in the day.

AAK-15-310

Pure Start Dual-Phase Cleanser

How to use:

- Shake bottle to merge phases, then spray on cotton pad
- Gently cleanse entire face, including eyelids
- Rinse off with pure water as needed

Key ingredients and what they do:

Lipex SheaLight™ *Action: Dissolving, softening, sensory enhancing*

Thanks to very low surface and interfacial tension, this light, natural based emollient delivers fast spreadability and effectively dissolves lipophilic compounds. Cleanses and softens without leaving the skin oily or shiny.

Lipex SheaClear™ *Action: Softening*

A unique, 100% clear shea oil specially developed to help meet consumer demand for translucent personal care oils. Used here as a base emollient for delaying phase separation and providing additional skin softening properties.



step 2

nourishing & replenishing

Some call it 'food for the skin'

Essences, serums and ampoules are used to quickly deliver hardworking active ingredients deep into the skin. **Moisture Surge Watery Essence** is a light emulsion that delivers a flash of moisture and vitamin C. This watery formula erases dullness and helps to achieve deeply hydrated and radiant skin. Its very light and cooling texture is absorbed directly, providing instant hydration, delivering protective hyaluronic acid, and stimulating gradual replenishment of collagen. Leaves skin supple and satiny with no signs of shine.

AAK-15-311

Moisture Surge Watery Essence

How to use:

- Apply to face and neck every morning directly after cleansing

Key ingredients and what they do:

Lipex SheaLight™ *Action: Softening, sensory enhancing*

This feathery light shea butter based emollient has a unique sensory profile and softens the skin without leaving a heavy feel or shine, but rather a light, powdery finish.

Lipex SheaTris™ *Action: Protecting, rejuvenating*

This bioactive ingredient promotes collagen production and prevents collagen loss by inhibiting metalloproteinases. Also strengthens skin barrier for better moisturisation and protection.

Lipex Collect™ *Action: Soothing, replenishing*

Bioactive ingredient that calms skin irritation and replaces fundamental natural lipids removed from the skin barrier.

Akoline PG7™ and **Akoline SL™** *Action: Emulsifying*

Robust yet very pleasant base emulsifiers for forming liquid crystalline phases of emulsions. Together they enable a light, pleasant texture along with delivery of lipophilic ingredients to the skin.



step 3

moisturising, anti-ageing & smoothing

Getting more from your face cream

Multi-Action Face Cream SPF 15 demonstrates a holistic approach to daily skin care by combining deep moisturisation with anti-ageing, UV protection, skin brightening and elasticity enhancing actions. Combined hydrophilic and lipophilic ingredients help restore natural elasticity and tone as well as prevent skin darkening, contributing to brighter, even skin tone. Absorbs quickly, leaving a smooth, dry and satiny after feel.

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Multi-Action Face Cream SPF 15

How to use:

- Apply over face and neck every morning to seal in the hydration brought by the essence in step 2

Key ingredients and what they do:

Lipex SheaLight™ *Action: Solubilising, softening, sensory enhancing*

Our very light, shea butter based ester from renewable sources allows good solubility and spreading of organic UV filters for great skin protection with a light, elegant feel.

Lipex SheaTris™ *Action: Protecting, rejuvenating*

This bioactive ingredient promotes collagen production and prevents collagen loss by inhibiting metalloproteinases. Also strengthens skin barrier for better moisturisation and protection.

Lipex PreAct™ *Action: Soothing, protecting*

Skin-calming blend of tocopherols and phytosterols that supplements protection by UV filters against damage and oxidative stress.

Akoline MCM™ *Action: Co-emulsifying, co-preserving*

Co-emulsifier used to modify and preserve emulsion structure.

Akoline LC™ and **Akoline SL™** *Action: Emulsifying*

Two emulsifiers used together to create a liquid crystalline emulsion base that delivers both richness and lightness at the same time.



step 4

correcting & protecting

Blemish Balm: a lighter alternative to foundation

Our very light **Superfluid Correct & Protect BB Cream** combines the forces of lipophilic and hydrophilic active ingredients to hydrate, smoothen, protect and correct skin, as well as to reduce pore size. It also boosts the activity of **Moisture Surge Watery Essence** and **Multi-Action Face Cream SPF 15** in steps 2 and 3, particularly anti-ageing activity. Blends effectively with skin tone for sheerer coverage, delivering natural skin texture with a matte finish and a light, powdery feel.

AAK-15-313

Superfluid Correct & Protect BB Cream

How to use:

- For the final step of your morning skin care routine, gently pat on face and neck after applying face cream

Key ingredients and what they do:

Lipex SheaLight™ Action: *Dispersing, solubilising, sensory enhancing*

Our very light, shea butter based ester from renewable sources evenly disperses pigments and allows good solubility and spreading of organic UV filters. Enables a perfect finish, great skin protection and a light, velvety feel.

Lipex SheaTris™ Action: *Protecting, rejuvenating*

This bioactive ingredient promotes collagen production and prevents collagen loss by inhibiting metalloproteinases. Also strengthens skin barrier for better moisturisation and protection.

Lipex PreAct™ Action: *Soothing, protecting*

A unique blend of skin-calming tocopherols and phytosterols that supplements protection by UV filters against damage and oxidative stress in the upper layers of the epidermis.



step 5

evening cleansing

Taking your face off and getting it ready for bed

Evening Light Cleansing Emulsion has a milky, rich and silky smooth texture that effectively purifies skin from daylong exposure to impurities and removes all makeup, including waterproof mascara, without dehydrating the skin. It also detoxifies skin from free radicals and supports antioxidant defence. It is most suitable for end of day use as it effectively prepares skin for night care creams or our **Sleep Solution Night Mask**. Skin feels fresh, soft and ready for the final step in your routine.

AAK-15-314

Evening Light Cleansing Emulsion

How to use:

- Apply on a cotton pad
- Gently cleanse entire face, including eyelids
- Rinse off with pure water as needed

Key ingredients and what they do:

Lipex SheaLight™ Action: *Dissolving, softening, sensory enhancing*

Thanks to very low surface and interfacial tension, this light, natural based emollient delivers fast spreadability and effectively dissolves lipophilic compounds. Cleanses and softens without leaving the skin oily or shiny.

Lipex 205™ Action: *Softening*

Pure liquid shea oil that adds to skin softness and contributes to good skin health thanks to its enriched content of triterpene esters.



step 6

overnight restoring

A dream solution for your face

Skin loses a lot of water during sleep. Our light **Sleep Solution Night Mask** creates a seal on top of the skin that makes anything underneath it penetrate better. Quickly absorbed, it creates a dry but perceivable layer on the skin that will not smear on pillows. The mask not only helps to restore natural skin moisture, but also balances skin and promotes skin renewal overnight, accelerating skin barrier recovery. Pudding-like in texture, it is pleasant to apply and creates a satin finish. In the morning the skin feels soft, smooth and glowing.

AAK-15-315

Sleep Solution Night Mask

How to use:

- Gently massage over face and neck every evening after cleansing
- Rinse off gently in the morning

Key ingredients and what they do:

Lipex SheaLight™ *Action: Softening, sensory enhancing*

Very light shea butter based emollient ester from renewable sources. Very high spreadability and high polarity enable superb emolliency without heaviness. Adds elegance and lightness.

Lipex PreAct™ *Action: Soothing*

An emollient with a unique blend of skin-calming tocopherols and phytosterols that protects skin from oxidative stress.

Lipex Shea WM™ *Action: Softening*

A liquid wax of natural origin based on esterified shea oil. Provides medium light emolliency with a drier feel than triglyceride oils.

Akoline MCM™ *Action: Co-emulsifying, co-preserving*

Co-emulsifier used to modify and preserve emulsion structure.

Akoline PG7™ and **Akoline SL™** *Action: Emulsifying*

Two emulsifiers used together to create a liquid crystalline emulsion base that delivers both richness and lightness at the same time.



Lipex SheaLight™

feathery light, natural based & multi-functional

Lipex SheaLight is a unique emollient ester for all types of face care formulas and functionality – from cleansing and nourishing, to protecting and correcting. It is well suited to meet Asian demands for lightweight textures, fast absorbing products, bright colours and comfortable use in any climate zone.

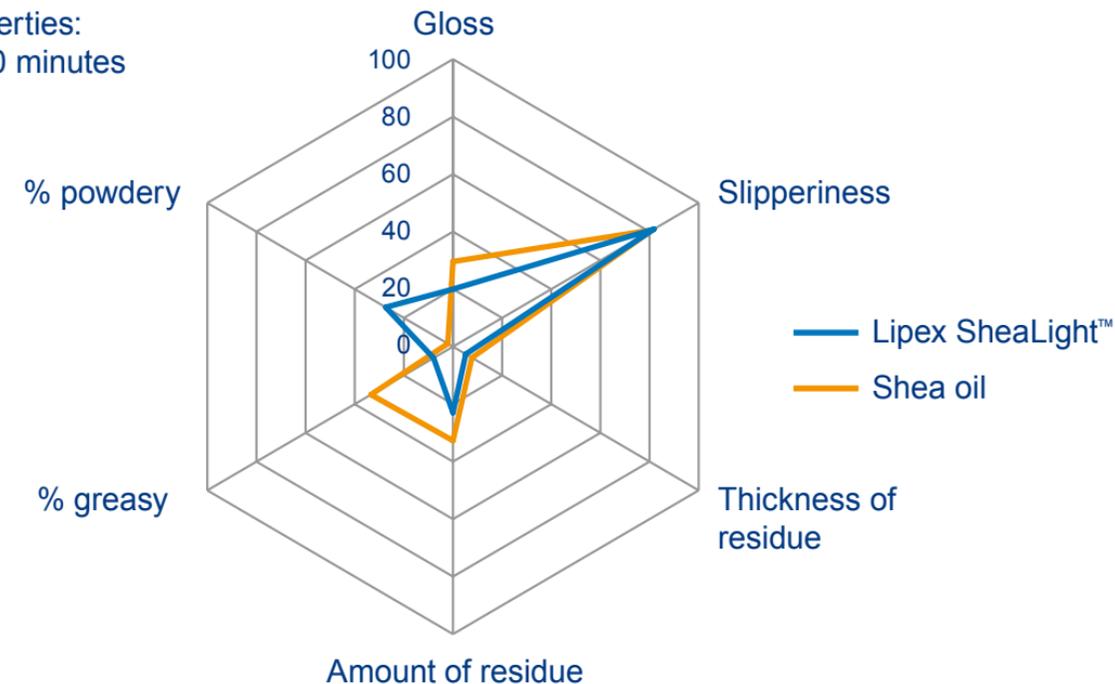


- light, silky soft skin feel
- elegant and lightweight textures
- cleansing without greasy afterfeel
- good solubility and dispersibility of UV filters
- excellent dispersion of pigments

Unique Sensory Profile

Lipex SheaLight™ impact on different skin feel compared with shea oil

Sensory properties:
afterfeel @ 20 minutes





Whatever the step

SheaLight makes it lighter, smarter, safer

Get more
inspiration and
order samples

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formulations and to order
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Lipex SheaLight™
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Industry Champion
Award 2015



enhancing
the power
of nature

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