

more natural

Personal Care

AAK



eco-  
conscious  
formulas  
for body,  
face & hands



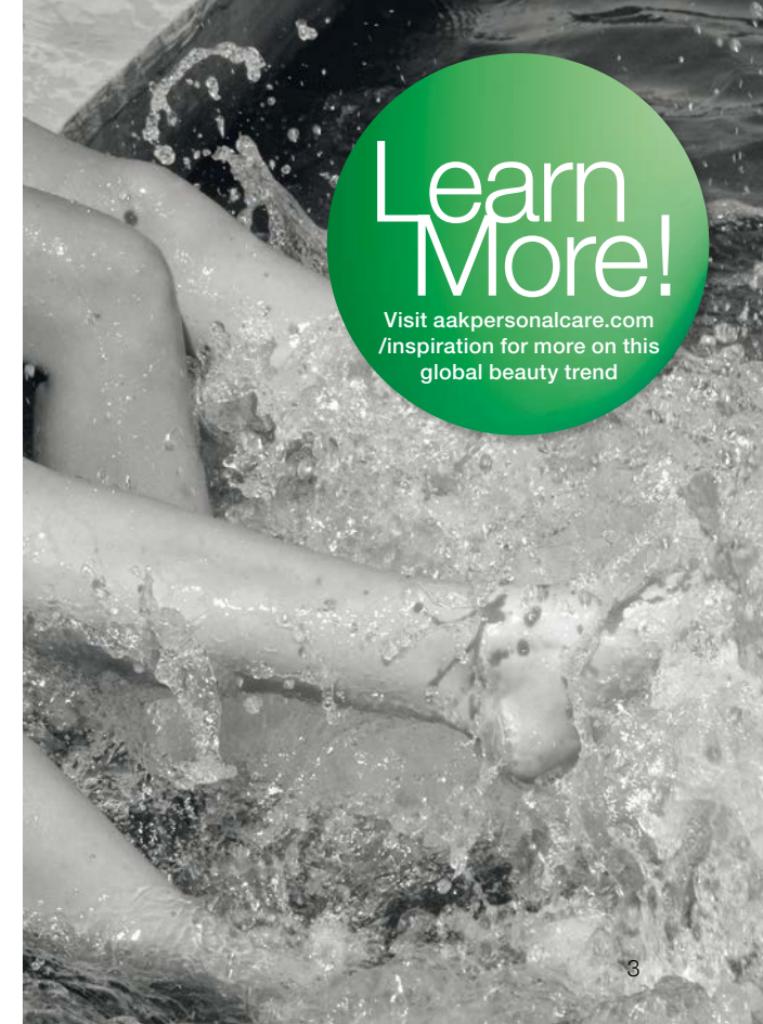
# eco-friendly?

## consumer-friendlier

Once viewed as a niche alternative for a tree-hugging few, natural and eco-friendly beauty products are now seen as highly desirable by sophisticated consumers. Not only for their planet-saving credentials, but also for their efficacy and sensory appeal.

According to recent reports, global demand is growing faster than the overall growth rate and will exceed \$13 billion by 2018\*. So if you're thinking about adding more eco-conscious products to your range, congratulations! Not only are you right on trend, you're also talking to the right people. As beautifully demonstrated here, AAK Personal Care has just what you need to make nature the base of your formulas.

\*Emerald M, Emerald A, Emerald L, Kumar V (2016)



**Learn More!**  
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/inspiration for more on this  
global beauty trend



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# nature as the base

Base emollients make up the largest portion of any skin care product. That's why choosing ingredients made from renewable natural sources, such as shea butter or canola oil, should be your very first step to becoming more eco-conscious!

As many formulators have learned, simply replacing synthetic or mineral-based emollients with natural oils isn't without its challenges. Not all eco-friendly vegetable-based oils can match the performance of conventional, odourless, colourless emollients. To achieve the same aesthetically pleasing sensory qualities and results, you'll need to choose wisely, and this is where we can help. These featured ingredients and formulations are inspirational examples of how to do just that! And the beauty of them is that they are all Cosmos compliant.

Order  
Samples!

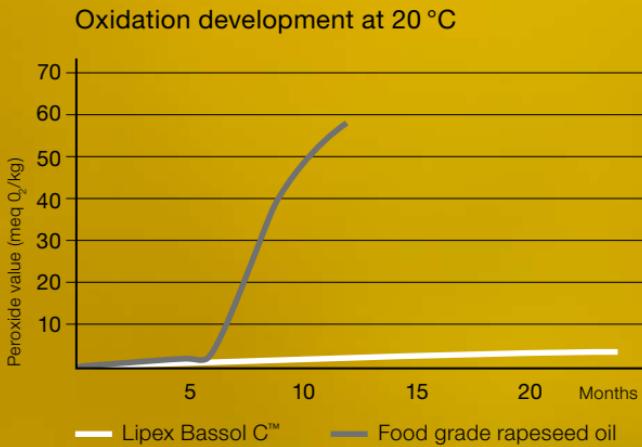
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## Lipex Bassol C™

INCI (EU): *Olus Oil (or) Canola Oil*

Made from expertly processed rapeseed oil, this base emollient offers superior oxidative stability compared to food grade canola oil. It also offers good stability against photo-induced oxidation, releasing no inflammatory free radicals when subjected to UV radiation. Lipex Bassol C features long-lasting lubricity, making it an excellent alternative to low-spreading mineral oils.

As demonstrated in our **Moisture Rescue Eco-Conscious Body Cream**, Lipex Bassol C is a superb quality base oil with a neutral fragrance and transparent appearance, ensuring clarity of scent and a pure colour in end products. It is suitable for many types of skin care creams and lotions, as well as a good moisturiser for use in bath and body oils.



While typical rapeseed oil goes rancid after just six months at 20 °C, Lipex Bassol C remains stable for more than two years.



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## Lipex SheaSoft™

INCI (EU): *Butyrospermum Parkii Butter*

With nearly two thirds of all “natural” skin care products launched in the last six months claiming to be moisturising or hydrating, it’s no surprise that nearly one third contain naturally hydrating shea butter\*.

Lipex SheaSoft is a unique shea butter ingredient created with AAK’s specialised technology. Used as a natural base, it brings softening and sealing functionality while delivering sensorial elegance for a luxurious feel. This is delightfully demonstrated in our **Winter Comfort Eco-Conscious Hand Cream**, which beautifully restores the skin’s natural moisture balance.

\*Source: Mintel

## Akogel™

INCI (EU): *Hydrogenated Vegetable Oil*

This semi-solid vegetable gel with paste-like consistency is white in colour, has a neutral fragrance, and is characterised by outstanding oxidative stability.

Featured in our **Natural Glow Eco-Conscious Face Polish**, it is used to create a smooth texture for a luxurious feel, providing pleasant emolliency on the skin. Akogel offers a good alternative to petrolatum gels, but with lower occlusivity and less tackiness.

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# functionality first!



## naturally

Eco-consciousness may be on the rise, but consumers still buy personal care products because they want to feel pampered. So for many of them, indulgence still ranks higher than sustainability. At AAK Personal Care, we don't believe they should have to choose.

We've been enhancing the power of nature for over a century, developing emollients that meet not only the industry's highest ecological standards, but also the highest demands in terms of functionality and aesthetics.

Our high-performance Lipex Bassol C, Lipex SheaSoft and Akogel comply with ECOCERT standards, as does Lipex SheaLight, another important functional ingredient in our eco-conscious formulas. All these ingredients are classified as 100% CPAI (Chemically Processed Agro-Ingredient) raw materials for COSMOS-standard cosmetics. So you can develop skin care products that are both delightful and a whole lot more natural. Just like the examples on the next page.

## Moisture Rescue Eco-Conscious Body Cream

This delightfully fresh gel-cream has a light texture and is designed to soften the entire body. Instead of low-spreading mineral oil, it is formulated with our highly stable, rapeseed-based **Lipex Bassol C**. Easy to apply, this cream is quickly absorbed by the skin to replenish moisture and deliver softness with no tacky feel. Excellent in the morning to kickstart the day or to rebalance the skin after a workout. Best of all, it's as kind to the planet as it is to your skin.

**Cosmos compliant formula no. AAK-16-250 (95% natural ingredients)**

## Natural Glow Eco-Conscious Face Polish

This multitasking skin cleanser dissolves and removes skin impurities, gently exfoliates the skin's surface, stimulates microcirculation, and leaves the skin radiant and glowing with health, all while delivering super-nourishing plant based lipids. The formula features **Akogel** as a sustainable alternative to petrolatum gels, and is suitable for all skin types. Apply to wet skin using circular movements and then simply rinse off. Purifies well without foaming!

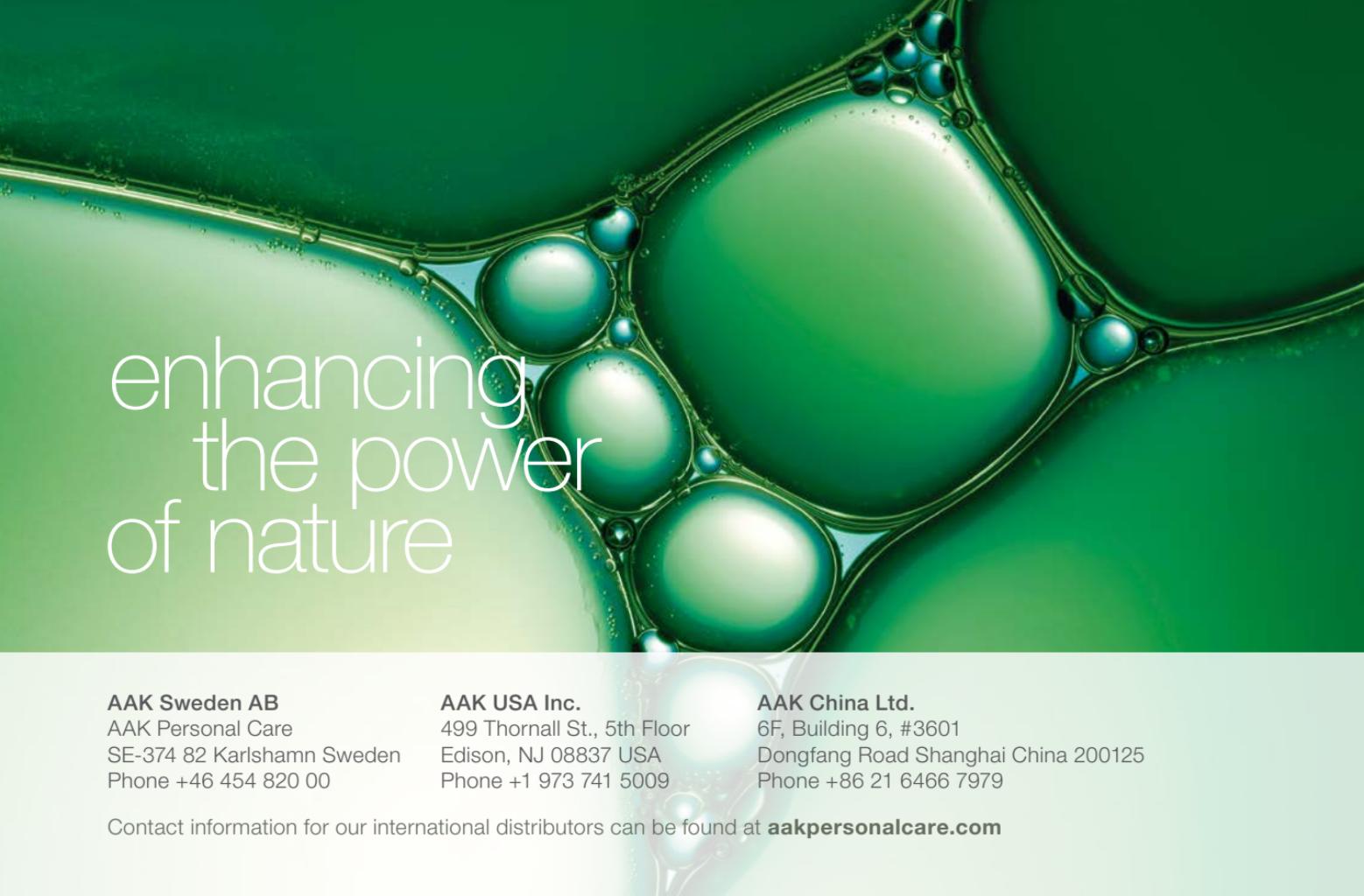
**Cosmos compliant formula no. AAK-16-251 (96% natural ingredients)**

## Winter Comfort Eco-Conscious Hand Cream

Long, cold winters can be brutal on the skin, causing dryness, roughness and discomfort. Formulated with a rich, natural emollient base featuring **Lipex SheaSoft**, this cream delivers softness and acts like a glove, sealing in moisture to rebalance and rehydrate the skin. Leaves even the driest hands looking and feeling soothed, softened and restored.

**Cosmos compliant formula no. AAK-16-252 (97% natural ingredients)**





enhancing  
the power  
of nature

**AAK Sweden AB**

AAK Personal Care  
SE-374 82 Karlshamn Sweden  
Phone +46 454 820 00

**AAK USA Inc.**

499 Thornall St., 5th Floor  
Edison, NJ 08837 USA  
Phone +1 973 741 5009

**AAK China Ltd.**

6F, Building 6, #3601  
Dongfang Road Shanghai China 200125  
Phone +86 21 6466 7979

Contact information for our international distributors can be found at [aakpersonalcare.com](http://aakpersonalcare.com)