

AAK

create
clean
beauty

with eco-conscious
canola



vegan
cruelty-free
eco-ethical
sustainable
natural
safe
healthy
free-from

the gentle path to a
healthy
glow

The movement towards healthier, gentler and more more eco-friendly beauty products that align with the lifestyles of today's up-and-coming generations is advancing rapidly. According to recent consumer research, "online mentions of 'clean beauty' skyrocketed about 6,000 percent between 2015 – 18, drawing more people across the world into the clean conversation". But this same research suggests that brands will need to make greater eco-ethical headway if they want to stay on trend.

Canola-based ingredients from AAK are expertly processed to be safe, highly stable, gentle on the skin and tough on environmental aggressors. They are also sustainably sourced from non GMO crops and vegan friendly, making them about as clean a choice as there is for creating beauty products that empower consumers to take a gentler path to a healthy glow.

* Source: Infegy/Mintel

canola

An eco-friendly and sustainable choice

- Canola is grown in crop rotation systems to improve soil fertility, prevent erosion and control pests.
- The stiff stems and thick canopy provide an ideal environment for a wide range of wildlife.
- When in flower, the bright yellow blossoms provide an abundant food source for honeybees and other pollinators.
- Canola fields often have buffer strips of wild flowers and shrubs to provide food and increase insect biodiversity outside the flowering season.



Canadian oil low acid

Canola is a trade name for low erucic acid rapeseed oil. Originally cultivated in Canada in the early 1970s, this variety of rapeseed contains < 1% erucic acid (C22:1) in its fatty acid profile. Today Canola is grown all over the world, including Northern, Western and Central Europe, the US, Canada, India and China.



A rich and eco-conscious source of functional lipids. At AAK we source canola from non-GMO Swedish crops. In addition, we apply our specialized processing to improve quality and stability, and to deliver emollients with properties that are expertly tailored for the beauty and personal care industry.

Lipid class	Skin care functionality
Triglycerides	Moisturization and barrier function
Fatty acids	Building blocks of healthy cell membranes and play a role in the formation of the skin's natural oil barrier; precursors of bioactive mediators
Phytosterols	Anti-inflammatory agents and essential constituents of cell membranes
Tocopherols	Antioxidants and anti-inflammatory agents

discover Lipex Bassol C™

– high stability clear oil for demanding applications

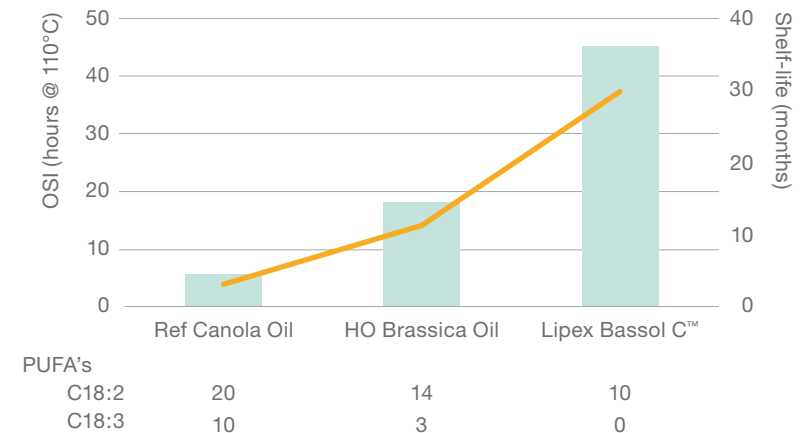
Lipex Bassol C provides an excellent sustainable alternative to low spreading mineral oils. It offers high oxidative and photo-oxidative stability, and has an odorless, colorless appearance, making it a superb quality base for skin care formulations.

Functional benefits for personal care applications

- High oxidative and photo-oxidative stability.
- Clear and odorless – appearance and olfactory profile of final formulations are unchanged.
- Biodegradable and suitable for cold processing.
- Excellent safety profile.
- Sustainable alternative to low spreading mineral oils and synthetic emollients.
- Suitable for vegan formulations.

High oxidative stability without added antioxidants

Oxidative stability depends on fatty acid composition and processing. In an OSI test comparing three canola-based oils with different concentrations of polyunsaturated fatty acids (Lipex Bassol C having the lowest), Lipex Bassol C showed to have the highest oxidation stability and longest shelf life.



Lipex Bassol C is COSMOS approved
making it ideal for creating eco-conscious formulations

Request your free sample and download the complete product guide at aakpersonalcare.com



COSMOS
APPROVED



supercharged skin care benefits with

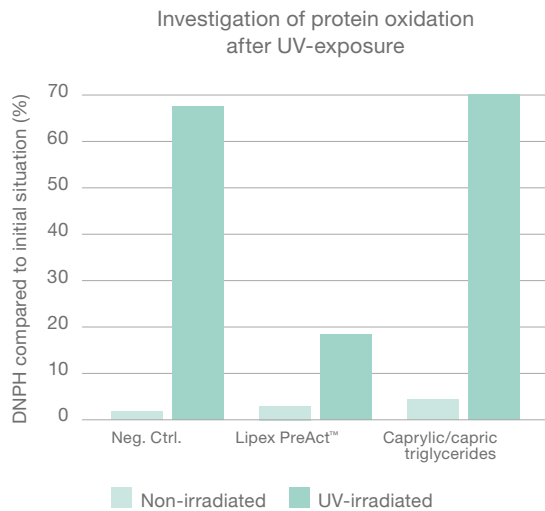
Lipex PreAct™

Pair Lipex Bassol C with great partner ingredients for an even bigger impact.

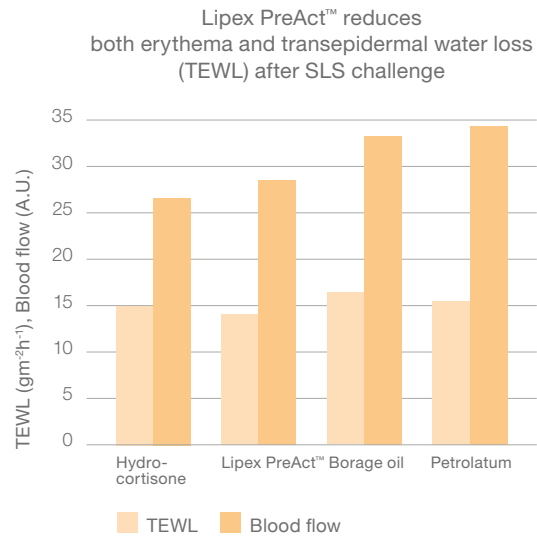
Lipex PreAct is a COSMOS approved bioactive emollient rich in antioxidant tocopherols and anti-inflammatory phytosterols, and the perfect partner to our superb quality base emollient. Lipex PreAct has been shown to prepare and protect skin against UV radiation (PRE) and actively soothe and restore a compromised skin barrier function (ACT).

The high tocopherol content of Lipex PreAct helps shield skin against oxidative stress.

The fatty acid profile of Lipex Bassol C offers high oxidative and photo-oxidative stability, helping to prolong shelf-life of the final formulation.



In an in-vitro study on reconstructed human epidermal cells this is expressed as the reduction of oxidized proteins.



Lipex PreAct™ has been clinically shown to soothe, calm and restore the skin barrier after surfactant-induced damage with sodium lauryl sulfate (SLS).

turn the perfect pair into a sensational trio with

Lipex SheaLight™

– a unique liquid shea ester for a light, silky soft skin feel

Eco-designed and COSMOS approved, Lipex SheaLight is an exceptional sensory enhancer to complement canola-based emollients. The eco-conscious formulations on the next few pages illustrate our three featured ingredients in action.

Lipex Bassol C™ Lipex PreAct™ Lipex SheaLight™

– a dynamic threesome giving you a versatile base for creating more natural, eco-conscious formulations!

Request free samples and download the complete product guides at aakpersonalcare.com

Simply Beautiful Eco-Conscious Face Oil

is based on 100% natural emollients derived from renewable canola. Its beauty lies in its simplicity – a single INCI, cold processed formula that embodies the spirit of clean beauty. COSMOS compliant and vegan-friendly, this gentle, highly stable formulation is designed to soften, calm and restore stressed out skin.

**COSMOS
compliant
& vegan-
friendly**

Simply Beautiful Eco-Conscious Face Oil

Functional and technical benefits

- **Lipex Bassol C** offers high oxidative and photo-oxidative stability and has an odorless, colorless appearance, making it a superb quality base for skin care formulations.
- **Lipex PreAct** is a bioactive emollient rich in antioxidant tocopherols and anti-inflammatory phytosterols, delivering photo-protection and skin soothing benefits.
- Eco-friendly ingredients and production.

Formula AAK-19-001

%

Lipex Bassol C™ Canola Oil	98.00
Lipex PreAct™ Canola Oil	2.00

Try these variations

- For an anti-aging version, reduce **Lipex Bassol C** concentration by up to 2% and replace with **Lipex SheaTris**, our shea butter triterpene ester concentrate shown to protect against environmental stress and premature skin aging.
- Prefer a lighter, silkier skin feel? Include **Lipex SheaLight**, our award-winning, eco-designed liquid shea ester.

Use the QR code to download the complete formulation,
or go to aakpersonalcare.com/eco-conscious-canola



Naturally Gentle Eco-Conscious Face Cream for sensitive skin

is a gentle and fragrance-free moisturizing formulation designed to soothe, calm and hydrate sensitive skin, a condition affecting half of women across the globe*. This silky soft face cream is easily absorbed and leaves no residue on the skin. Also makes an excellent base for make-up.

* Source: Mintel

silky soft & fragrance-free

Naturally Gentle Eco-Conscious Face Cream for sensitive skin

Functional and technical benefits

- **Lipex Bassol C** is used as an odorless, colorless and highly stable moisturizing base.
- **Lipex SheaLight** delivers the silky-smooth, powdery skin feel.
- Our canola-based bioactive emollients, **Lipex PreAct** and **Lipex Collect**, provide a double dose of anti-inflammatory phytosterols with documented skin soothing and calming benefits.
- COSMOS CPAI 99%

Formula AAK-19-007

	%
Aqua	q.s.
Lipex Bassol C™ Canola Oil	10.00
Lipex SheaLight™ Shea Butter Ethyl Esters	5.00
Hydrogenated Lecithin, C12-16 Alcohols, Palmitic Acid	4.00
Lipex PreAct™ Canola Oil	3.00
Glycerin	3.00
Cetearyl Alcohol	1.00
Acacia Senegal Gum, Xanthan Gum	0.60
Lipex Collect™ Phytosteryl Canola Glycerides	0.50

Try these variations

- Add **Lipex SheaTris** for added protection against environmental aggressors.

Use the QR code to download the complete formulation, or go to aakpersonalcare.com/eco-conscious-canola



So Soothing Eco-Conscious Relief Balm is a versatile, multi-functional, gender neutral balm designed to soothe, calm and cool skin stressed by today's environmental, chemical or mechanical aggressors such as pollution, harsh treatments and shaving. Produced through low energy processing, it is kind to the planet as well as to the skin.

skin
defense for
everyone

So Soothing Eco-Conscious Relief Balm

Functional and technical benefits

- **Lipex Bassol C** – odorless, colorless, highly stable moisturizing base.
- **Lipex PreAct** – naturally rich in antioxidant tocopherols and anti-inflammatory phytosterols with documented photoprotection and skin soothing benefits.
- **Lipex SheaLight** – improves sensory appeal by reducing viscosity, improving spreadability and lowering tackiness.
- COSMOS CPAI 98.9%

Formula AAK-19-013

	%
Aqua	q.s.
Lipex Bassol C™ Canola Oil	6.00
Lipex SheaLight™ Shea Butter Ethyl Esters	4.00
Glycerin	3.00
Lipex PreAct™ Canola Oil	2.00
Pectin, Xanthan Gum, Carrageenan	1.40
Menthyl Lactate	1.00
Tapioca starch	1.00

Try these variations

- Add centella asiatica for a cica balm or aloe vera for a cooling boost.

Use the QR code to watch our "how to make" video and to download the complete formulation, or go to aakpersonalcare.com/eco-conscious-canola





Purely Amazing Eco-Conscious Cleansing Balm is a transparent gel which transforms into a liquid milk on contact with water. Apply a thick layer on dry skin and gently massage to stimulate circulation and loosen make-up and impurities. Add water and watch the balm turn into a silky, opaque lotion. Rinse off until the water runs clear. Leaves skin glowingly fresh and beautifully soft and clean. Ideal for today's rapidly growing worldwide market for facial cleansers, particularly products that are free from harmful ingredients and support skin's self-recovery.

reveal
your skin's
natural
beauty

Purely Amazing Eco-Conscious Cleansing Balm

Functional and technical benefits

- **Lipex Bassol C** for a colorless, odorless, moisturizing base.
- **Lipex SheaLight** – low viscosity, high polarity and good solubilizing properties make it an excellent choice for anhydrous and emulsion-based cleansing formulations, as it effectively dissolves skin impurities and all types of makeup, including waterproof products.
- **Lipex PreAct** – unique blend of tocopherols and phytosterols has been clinically shown to offer protection against inflammatory mediators and soothe, calm and restore the skin barrier function.
- COSMOS CPAI: 96% PPAI: 1.5%

Formula AAK-19-019

	%
Lipex Bassol C™ Canola Oil	50.00
Lipex SheaLight™ Shea Butter Ethyl Esters	28.00
Glycerin Aqua & Quillaja Saponaria Wood Extract & Saponaria Officinalis Extract	20.00
Lipex PreAct™ Canola Oil	2.00

Try these variations

- Add natural scrubbing particles for a gentle two-in-one cleanser/exfoliator.
- For a K-Beauty inspired 'anti-dust' cleanser, consider adding **Lipex SheaTris**. This shea butter triterpene ester concentrate has been shown in studies to have the potential for decreasing damage caused to the skin by urban dust.

Use the QR code to watch our "how to make" video and to download the complete formulation, or go to aakpersonalcare.com/eco-conscious-canola





learn more and stay up to date

discover our full palette of canola-based ingredients for beauty applications

Check out our “How to make” videos!

Use the QR code or visit aakpersonalcare.com/eco-conscious-canola to download product guides, view formulation videos, request samples and more



Follow us on LinkedIn!

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 +1 973 344 1300

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

redefine natural

It's what we do. Push the boundaries of possibilities through technologically advanced, sustainably sourced natural emollients.

It's what we challenge you to do. Use our value-adding solutions to develop innovative and superior quality formulations.

It's what we can do together. Change perceptions of natural ingredients and their use by continuously delivering performance without compromise.

We are AAK – The Co-Development Company.