



# FLOWERS

## MARKET TREND



# Flower power



*Naturalness is everywhere even in cosmetics*

### Back to roots

In a world connected and in constant modernization and industrialization, customers have paradoxically started a quest of authenticity. Taking heed of the importance of its environment, looking for different ways to stay linked with nature: vegan food of course, but also natural cosmetics.

### When Nature becomes visible

Nature in its purest state and becoming visible, this is the new way of doing. Put the ingredient at the core of the formulation, not only as an active, but also as a catching eye asset with "attraction" power for customers. Flower petals in bottles have lastly blossomed everywhere, result of this new preoccupation on customers: "seeing" what they use on their skin.

## Trendy market

Urban Outfitters *Body Oil*

Re:cipe *Cleansing oil*

Avon  
*Face mask*



## DID YOU KNOW?

### *Flowers make happy*

*According The State University of New Jersey's research, presence of flowers around people would trigger happy emotions and increase feeling of life satisfaction.*

### *Prehistoric flowers*

*According archaeologists, Neanderthal men already used flowers in their funerals ceremony.*

### *Garden in space*

*In 2015, astronauts in the International Space Station have cultivated plant flowers in order to learn about their growing system for a future space garden.*

## INGREDIENT

# Piece <sup>OF</sup> Nature



**Name:** *Piece of Calendula (G462)*

**INCI:** CALENDULA OFFICINALIS FLOWER

**Origin:** France (Anjou)

**Colour:** Orange

**Compatibility:** Water & Oil

**Description:** Already known and used since ancient times for its medicinal properties, calendula's use has grown in cosmetic thanks to its soothing and healing virtues.



**Name:** *Piece of lavender Bloom (G464)*

**INCI:** LAVANDULA AUGUSTIFOLIA FLOWER

**Origin:** France (Provence)

**Colour:** Purple

**Compatibility:** Oil

**Description:** Lavender is recognized for its numerous properties: relaxing, healing, soothing, purifying, this plant also helps to relieve tensions and promote sleep.



**Name:** *Piece of Rosa Damascena (G467)*

**INCI:** ROSA DAMASCENA FLOWER

**Origin:** Iran

**Colour:** Pink

**Compatibility:** Oil

**Description:** This flower is appreciated for its perfume and pink shades and used in cosmetics because of its numerous properties (anti-ageing, hydrating...).



**Name:** *Piece of Cornflower (G463)*

**INCI:** CENTAUREA CYANUS FLOWER

**Origin:** Albania

**Colour:** Mainly blue and yellow

**Compatibility:** Oil

**Description:** The cornflower has always been recognized by folk medicine for its ability to treat the eye. But it is, in recent years, also known to soothe and regenerate the skin while refreshing and brightening the complexion.

## INGREDIENT

# Piece <sup>OF</sup> Nature



**Name:** *Piece of Jasmine (G183)*

**INCI:** JASMINUM OFFICINALE FLOWER

**Origin:** China

**Colour:** Pale yellow

**Compatibility:** Water & Oil

**Description:** Originally from Persia and Kashmir, Jasmine flower is called “Queen of the night” because its smell wafts soon as the sun sets. This flower helps to relax and is recommended to fight stress.



**Name:** *Piece of Prosopis (G465)*

**INCI:** PROSOPIS JULIFLORA LEAVES

**Origin:** India

**Colour:** Green

**Compatibility:** Water & Oil

**Description:** Native from Mexico, South America and the Caribbean, prosopis is today present in most parts of the world mostly in America, Asia and Australia. With its green colour, prosopis leaves will be stunning in cosmetics with herbal medicine inspirations.



**Name:** *Piece of White Helichrysum (G460)*

*Piece of Pink Helichrysum (G459)*

**INCI:** XEROCHRYSUM BRACTEATUM FLOWER EXTRACT

**Origin:** Netherlands

**Colour:** Pearly white (G460)/Pink to white shade (G459)

**Compatibility:** Water & Oil

**Description:** Helichrysum is cultivated for dry bouquets. This flower is part of the Everlastings, well known for its cosmetic and medicinal properties: anti-ageing, helping to treat rosacea and ecchymosis.

Pink helichrysum will give a glamour effect to cosmetics products when white helichrysum will make your products shimmer.



## FORMULATION



### Lavander Dry Oil

INGREDIENTS ( <i>INCI name</i> )	WT, %
<i>Myritol</i> <sup>1</sup> (Caprylic/Capric triglyceride)	QSP
Cetiol <sup>2</sup> (Dicaprylyl Ether)	20,0%
Emosmart <sup>3</sup> (C13-15 Alkane)	15,0%
<b>Cranberry oil omega</b> <sup>5</sup> ( <i>Vaccinium macrocarpon</i> seed oil)	5,0%
HE lavande <sup>4</sup> ( <i>Lavandula Angustifolia</i> oil)	0,21 %
<b>Piece of Lavander blooms</b> <sup>5</sup>	0,10%



### Calendula Lotion

INGREDIENTS ( <i>INCI name</i> )	WT, %
<i>Water</i>	QSP
Radianol 4710 <sup>1</sup> (Propylene glycol)	4,0%
Solubilisant LRI <sup>2</sup> ( PPG-26-Buteth-26 & PEG-40 Hydrogenated castor oil)	1,8%
Microcare PE <sup>3</sup> ( <i>Phenoxyethanol</i> )	0,8 %
Microcare NB <sup>3</sup> ( <i>Sodium Benzoate</i> )	0,3 %
<b>Fucoreverse</b> <sup>4</sup> (water & Hydrolyzed fucoidan & Benzyl alcohol & Dehydroacetic acid)	1,5%
<b>Dulcimoist</b> <sup>4</sup> (Water & Himanthalia elongata extract & Pentylene glycol & Aphanothece Sacrum exopolysaccharides)	1,0%
<b>Piece of Calendula</b> <sup>4</sup>	0,15%
Perfum	0,04%

## FORMULATION



### Shower gel Jasmine

INGREDIENTS (INCI name)	WT, %
Water	QSP
Texapon ALS Benz <sup>1</sup> (Ammonium Lauryl Sulfate)	30,0%
Carbopol aqua SF-1 polymer <sup>2</sup> (water & acrylates copolymer)	8,0 %
Tego betaine F50 <sup>3</sup> (water & Cocamidopropyl betaine & sodium chloride & glycerin & coconut fatty acid)	6,0 %
Oramix CG110 <sup>1</sup> (Caprylyl/capryl glucoside)	3,0 %
<b>Pearl Extract</b> <sup>6</sup> (Glycerin & water & Conchiolin powder & xanthan gum)	2,0%
<b>Marine serum</b> <sup>6</sup> (Maris sal&Water)	1,0%
Liquid caustic soda <sup>4</sup> (Sodium hydroxyde)	1,0 %
Microcare PE <sup>5</sup> (Phenoxyethanol)	0,7 %
Perfume	0,4%
<b>Piece of Jasmine</b> <sup>6</sup>	<b>0,05%</b>



### Lip gloss Rosa Damascena



<b>FORMULA</b>	
Octylclodecanol	59,87%
Ricinus communis seed oil	20%
Caprylic/capric triglyceride	20%
Ethylcellulose/propyl gallate	4,2%
Tocopheryl acetate	0,6%
<b>Piece of Rosa Damascena</b>	<b>0,15%</b>
Perfume	0,15%