



# HEADtherapy

Scalp science x Aromatherapy

FABRICE GUILLEMARD  
AUDE BAUDRIER-GREVELLEC

dsm-firmenich 

# HAIR CARE EVOLUTION

## HAIR CARE MARKET

Is the second largest market in Personal Care Industry and count for over

**89 Bn\$**. Market growth rate is over **7%\***.



## SCALP CARE

Counts for **5 Bn\$** in the global retail market and is on a high growth with **10%\*\*** of the new hair care product launches claiming Scalp Care.

# SCALP OVER HAIR?

Healthy scalp is the new motto

GLOBALLY,

**63%\***

OF EARLY ADOPTERS  
51%\* OF MARKET REPRESENTATIVES

LOOK FOR

**HEALTHY  
HAIR**

GLOBALLY,

**55%\***

OF EARLY ADOPTERS  
44%\* OF MARKET REPRESENTATIVES

LOOK FOR A

**HEALTHY  
SCALP**

\* Haircare rebound, dsm-firmenich 2021, Global online survey China, Japan, US, Brazil, France, Germany, India, Philippines, Indonesia, 3600 women  
When choosing shampoo in the future, what are the key benefits you will look for? Please select all that apply. A shampoo that will ... % of respondents  
having selected at least one of these benefits

**dsm-firmenich** 

# From Anti-Dandruff heritage to skincare influence

## CLASSICAL ANTI-DANDRUFF

1

"CLASSICAL"  
ANTI-DANDRUFF  
SOLUTION

## NEW EXPRESSIONS OF SCALP CARE

For customized scalp and beauty care

2

### SCALP CARE

- Hydrating  
& moisturizing
- Repairing
- Soothing  
& calming
- Balancing

3

### SCALP PURIFICATION

- Detoxifying
- Refreshing

4

### SCALP STRENGTH

- Root  
Strengthening
- Anti-hair loss  
& Resilience

# SCALP CARE IS IN THE HAIR

#ScalpAdvanced



L'OREAL PROFESSIONNEL  
Scalp Advanced,  
Anti-Inconfort Discomfort shampoo  
FR, August 2022

SCIENTIFICALLY PROVEN - TO RELIEVE  
ITCHY SCALP :AFTER JUST ONE USE,  
+83% SCALP SOOTHING AND +49%  
FIBRE HYDRATION



HEAD & SHOULDERS  
Scalp Care –  
Hair & Scalp Revitalizer  
UK, March 2023

DERMATOLOGICALLY TESTED – FOR A  
DANDRUFF-FREE, MOISTURISED AND  
REVITALISED SCALP AND UP TO 95%  
LESS HAIR LOSS



PACIFICA  
Rosemary detox range  
Scalp scrub  
US, March 2022

EXFOLIATES THE SCALP & REMOVE  
ENVIRONMENTAL TOXINS- WITH  
ROSEMARY & SEA SALT

dsm-firmenich

# INCREASED POWER OF FRAGRANCE

Latest global insights from our proprietary dsm-firmenich barometer



GLOBALLY,

**71%\*** OF CONSUMERS

APPRECIATE

**SCENT MORE**



**2/3\*** OF CONSUMERS

BELIEVE THAT A FRAGRANCE

**CAN DO MORE**

THAN JUST MAKE MY PRODUCTS SMELL GOOD

\* Global Barometer, dsm-firmenich 2023, Global online survey China, Japan, US, Brazil, France, Germany, India, Philippines, Indonesia, South Africa, Saudi Arabia, Mexico, Thailand, Vietnam, 8400 Men and women. How much do you agree with the following statements regarding the scent of your products? Agreement scale T2B  
The fragrance of the Personal and Home care products that you use...

# GLOBAL DEMAND FOR AROMATHERAPY

Aromatherapy is the next generation of hero ingredient concept



GLOBALLY,  
**83%\*** OF EARLY ADOPTERS  
FOUND VERY INTERESTING THE  
**AROMATHERAPY**  
CONCEPT



GLOBALLY,  
**68%\*** OF MARKET REPRESENTATIVES  
FOUND VERY INTERESTING THE  
**AROMATHERAPY**  
CONCEPT

\* Haircare rebound, dsm-firmenich 2021, Global online survey China, Japan, US, Brazil, France, Germany, India, Philippines, Indonesia, 3600 women  
How appealing do you find this new idea for shampoo? % of respondents T2B (very/extremely)

# AROMATHERAPY & ESSENTIAL OIL RISING IN HAIR CARE



## PANTENE

Essential oils Moisturizing Shampoo  
US

SOOTHING EXPERIENCE  
WITH ESSENTIAL OILS LAVENDER & BASIL



## SUAVE

Aroma collection Eucalyptus & Spearmint  
US

FOR HAIR PRONE TO BUILD UP  
WITH ESSENTIAL OILS EUCALYPTUS &  
SPEARMINT

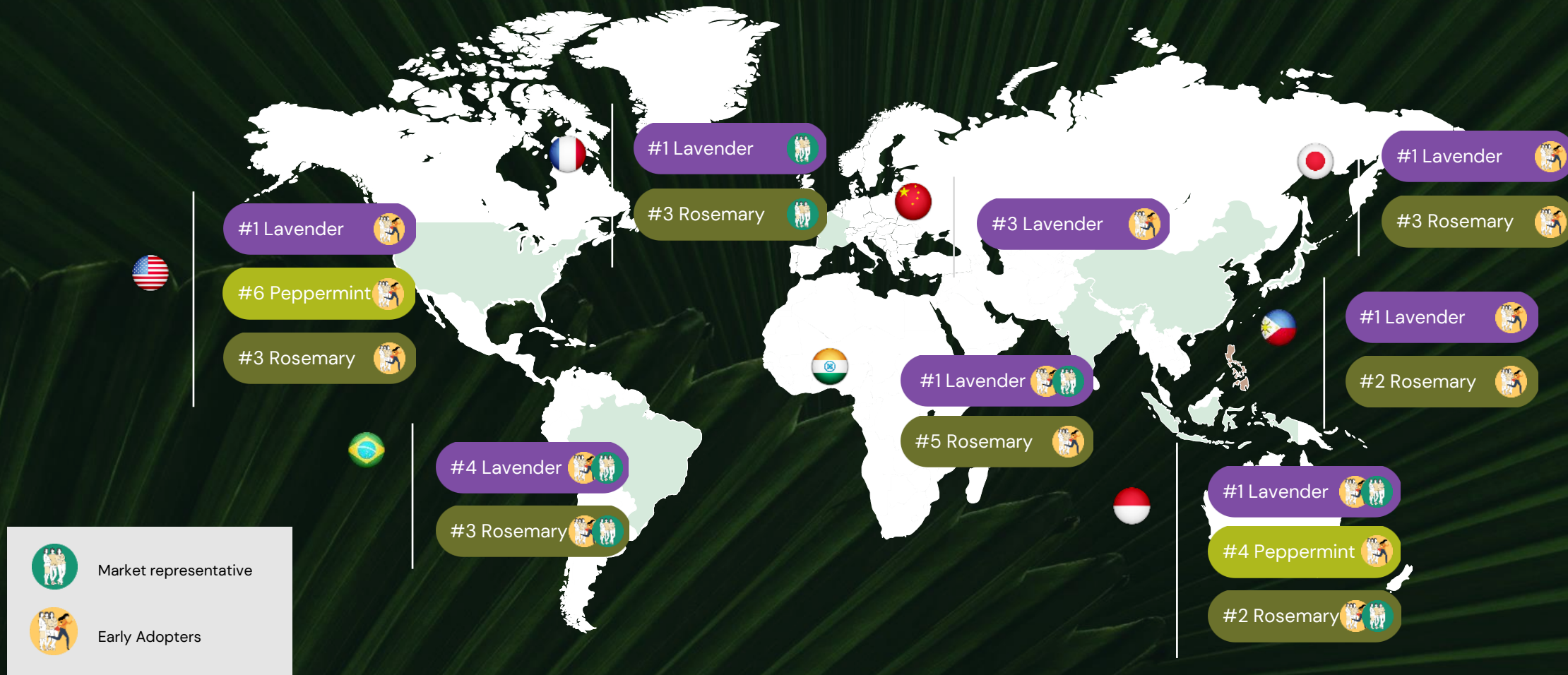


## MIELE

Rosemary Mint Scalp & Hair Strengthening Oil  
US

HAIR & SCALP STRENGTHENING OIL  
WITH ESSENTIAL ROSEMARY & MINT OIL

# KEY INGREDIENTS FOR A GLOBAL AROMATHERAPY RANGE\*



\* Haircare rebound, dsm-firmenich 2021, Global online survey China, Japan, US, Brazil, France, Germany, India, Philippines, Indonesia, 3600 women  
Please select the ingredients you would associate to this new product idea (aromatherapy) for a shampoo

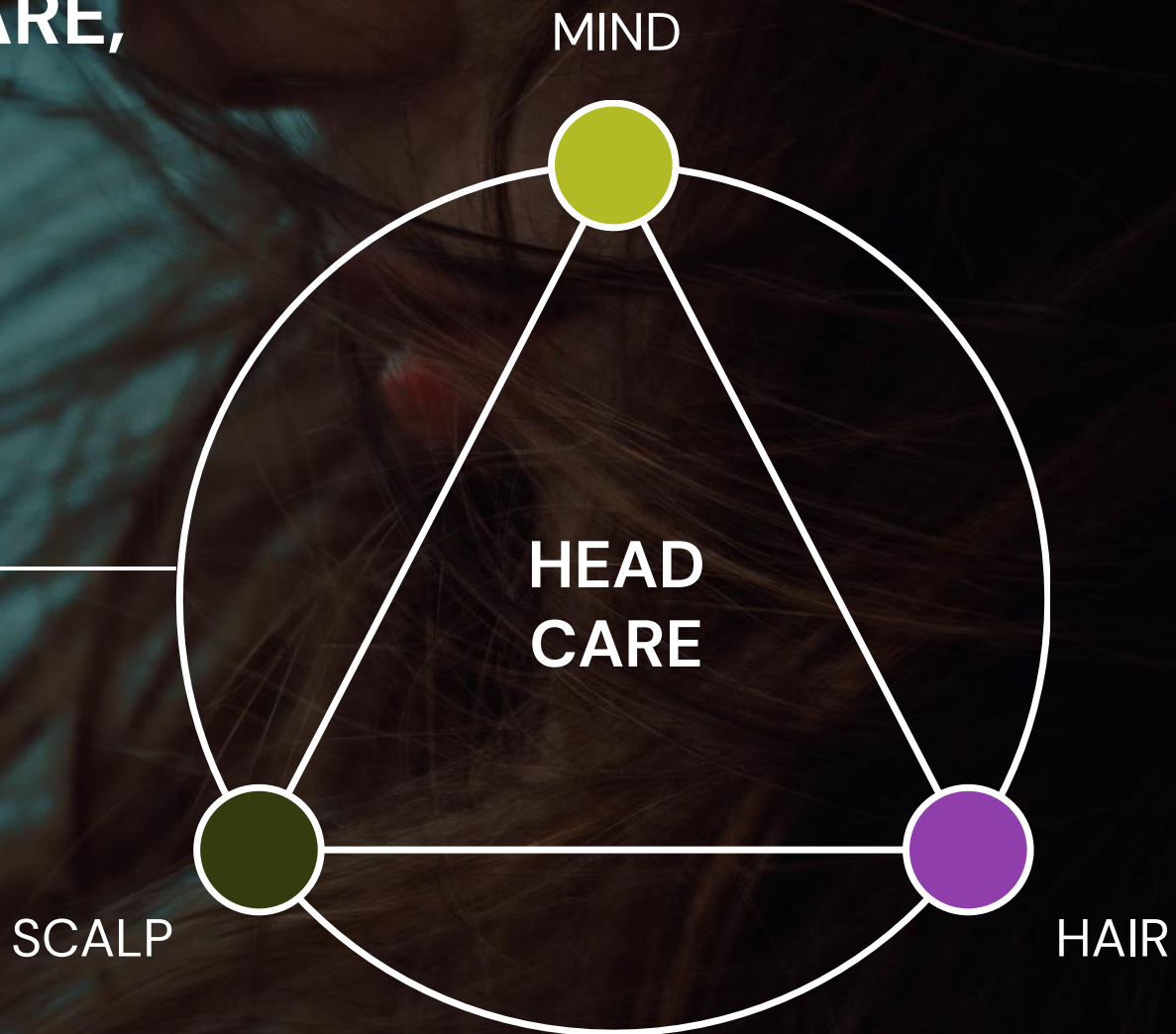
# BEYOND HAIR & SCALP CARE, THE FUTURE IS AN HOLISTIC APPROACH

HAIR CARE

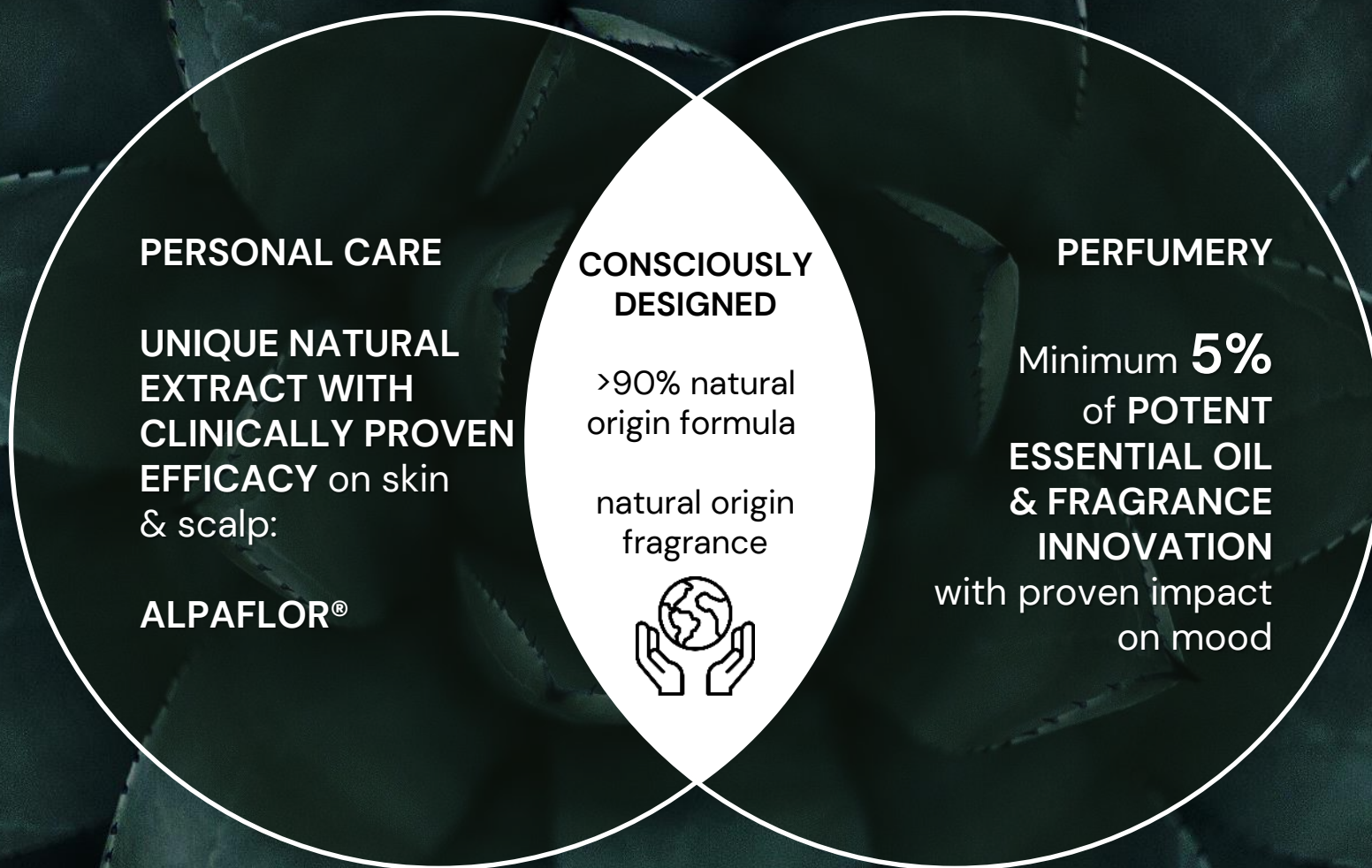
anti-dandruff

SCALP CARE

20's  
(amplified by covid)



# The best of SKIN EFFICACY & AROMACOLOGY for healthy hair, scalp & mind:



# HEADtherapy

A unique natural range balancing Hair, Scalp and Mind

## SOOTHED HEAD for stressed mind, itchy scalp, dull hair

DERMO SOOTHING  
SHAMPOO



SCALP REPLENISHING  
BALM



with soothing ALPAFLOR® SCUTELLARIA CB  
& calming\*\* Lavender Essential Oil

## PURE HEAD for dull mind, oily scalp, greasy hair

DETOXIFYING  
SCALP SCRUB



DERMO CLARIFYING  
SHAMPOO



with scalp purifying ALPAFLOR® ALP SEBUM CB  
& detoxifying\*\* Mint Essential Oil

## STRONG HEAD for insecure mind, fragile scalp, hair loss\*

DERMO FORTIFYING  
SHAMPOO



HAIR & SCALP  
REVITALIZER SERUM



with anti-aging ALPAFLOR® EDELWEISS CB  
& strengthening\*\* Rosemary Essential Oil

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

\* Hair loss is a drug claim in USA

\*\* [Mentha piperita: Essential Oil and Extracts, Their Biological Activities, and Perspectives on the Development of New Medicinal and Cosmetic Products – PMC \(nih.gov\)](#) & [Treatment options for androgenetic alopecia: Efficacy, side effects, compliance, financial considerations, and ethics – PMC \(nih.gov\)](#) & [Essential Oils in the Treatment of Various Types of Acne-A Review – PubMed \(nih.gov\)](#)

dsm-firmenich

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

# HEADtherapy SOOTHED HEAD

for stressed mind, itchy scalp, dull hair

Dermo Soothing Shampoo



93% Natural Origin  
According to ISO 16128

with soothing ALPAFLOR® SCUTELLARIA CB  
& calming\*\*\* Lavender Essential Oil

Scalp Replenishing Balm



97% Natural Origin  
According to ISO 16128

\*\*\* [Essential Oils in the Treatment of Various Types of Acne-A Review - PubMed \(nih.gov\)](#)



>90% natural origin formula & natural origin fragrance\*

>2.5% of a dsm-firmenich NATURAL TOGETHER™  
LAVENDER ESSENTIAL OIL  
>5% of lavender essential oils in total

EMOTIWAVES® RELAXED – an essential oil shown  
to elicit relaxing feelings



ALPAFLOR® SCUTELLARIA CB:  
Relieve urban stress, soothing\*\*

PENTAVITIN®: Achieve long lasting  
moisturization and reinforce your  
scalp barrier

D-Panthenol 75 L:  
Panthenol for thicker  
and stronger hair

\*Natural origin fragrance = >50% carbon renewable  
\*\* Tested in vivo in leave on formulation on facial skin at 3%

# ALPAFLOR® SCUTELLARIA CB

INCI NAME: Scutellaria Alpina Flower/Leaf/Stem Extract, Glycerin, Water, Citric Acid

ID CARD

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                          |           |                                                                                          |                                                                                           |                                       |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------|
| TECHNOLOGY | Sustainable gentle extraction of dried plant (with water/organic ethanol) following green chemistry principles                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                          |           |                                                                                          |                                                                                           |                                       |
| TECHNICAL  | pH OF USE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | FORM                                                                                     | USE LEVEL | PRESERVATIVE                                                                             | SOLUBILITY                                                                                | BIODEGRADABLE                         |
|            | 3,5-5,5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  Liquid | 1-3%      |  Free |  Water | main components readily biodegradable |
| BENEFITS   | <ul style="list-style-type: none"><li>• Activates key neuromediators such as GABAB receptors and <math>\beta</math>-endorphin*</li><li>• Protects the skin's barrier function*</li><li>• Rare alpine plant species with unique composition</li><li>• Relieves unpleasant sensations and hydrates the skin for incomparable comfort**</li><li>• Keeps healthy looking skin and improves skin appearance**</li><li>• Alleviates skin dull complexion**</li><li>• Protects and calms irritated skin</li></ul> |                                                                                          |           |                                                                                          |                                                                                           |                                       |

REGISTRATION CERTIFICATION



\* in vitro \*\* in vivo

 VIEW IMPACT CARD

# PENTAVITIN®

INCI NAME: Saccharide Isomerate, Aqua, Citric acid, Sodium citrate

HEADtherapy

ID CARD

## TECHNOLOGY

Skin identical sugar complex extracted from edible maize kernel, results from a smart isomerization reaction

## TECHNICAL

| pH OF USE | FORM                                                                                     | USE LEVEL | PRESERVATIVE                                                                             | SOLUBILITY                                                                                | BIODEGRADABLE |
|-----------|------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------|
| 4-9       |  Liquid | 0.2-1%    |  Free |  Water | Biodegradable |

## BENEFITS

- Binds to keratin as magnet power and gives back vitality to your skin\*
- Moisturizes dry scalp / Strong scalp barrier\*\*
- Provides visible reduction of scalp flaking\*\*
- Reduces Sebum\*\*
- Boosts Foam\*

## REGISTRATION CERTIFICATION



VIEW IMPACT CARD

\* In vitro \*\* in vivo

Refer to “Hair Care from Scalp to Tip” master presentation for more information

# HEADtherapy PURE HEAD

for dull mind, oily scalp, greasy hair

DETOXIFYING  
SCALP SCRUB



96% Natural Origin  
According to ISO 16128

DERMO CLARIFYING  
SHAMPOO



93% Natural Origin  
According to ISO 16128

with scalp purifying ALPAFLOR® ALP SEBUM CB  
& detoxifying\*\*\* Mint Essential Oil



>90% natural origin formula  
& natural origin / highly biodegradable fragrance\*

>5% of a produced by & exclusive to dsm-firmenich  
MINT ESSENTIAL OIL

EMOTIWAVES® REVITALIZED – an essential oil shown  
to elicit revitalizing feelings



ALPAFLOR® ALP SEBUM CB:  
reduced sebum production &  
**purifies the scalp**

OXY 229 CB:  
enhances cells **oxygen uptake**  
by 7 times\*\*

Vitamin B6:  
Sebum reduction  
**Hair Thickening** (hair  
diameter)

\*\*\* Mentha piperita: Essential Oil and Extracts, Their Biological Activities, and Perspectives on the Development of New Medicinal and Cosmetic Products – PMC (nih.gov)

\*Natural origin fragrance = >50% carbon renewable  
Highly biodegradable fragrance = min 90% ultimately  
\*\* Tested in vitro on skin cell culture

# ALPAFLOR® ALP SEBUM CB

# HEADtherapy

INCI NAME: Epilobium Fleischeri Flower/Leaf/Stem Extract, Glycerin, Water, Citric Acid

ID CARD

## TECHNOLOGY

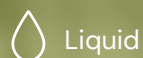
Gentle ethanolic extraction of dried plant following green chemistry principles

## TECHNICAL

### pH OF USE

3,5-5,5

### FORM



Liquid

### USE LEVEL

1-3%

### PRESERVATIVE



Free

### SOLUBILITY



Water

### BIODEGRADABLE

main components  
readily biodegradable

## BENEFITS

- Sebum Reduction (strong 5- $\alpha$ -reductase inhibitor) \*
- Helps prevent hair loss (based on literature)
- Scalp Care (anti-irritation and soothing properties): decrease on production of pro-inflammatory cytokines IL 8 with 0.075% ALPAFLOR® ALP SEBUM in human epidermal keratinocyte\*

## REGISTRATION CERTIFICATION



VIEW IMPACT CARD

\* In vitro \*\* in vivo

Refer to "Hair Care from Scalp to Tip" master presentation for more information

dsm-firmenich

# OXY 229 CB

INCI NAME: Saccharomyces Lysate, Valine, Threonine, Glutamic acid, Glycine, Disodium Succinate

ID CARD

|                            |                                                                                                                                                                                                                                                                        |                                                                                          |           |                                                                                          |                                                                                           |                   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|-------------------|
| TECHNOLOGY                 | Contains postbiotics from a specific yeast strain obtained by fermentation and a sophisticated mixture of skin respiration facilitators                                                                                                                                |                                                                                          |           |                                                                                          |                                                                                           |                   |
| TECHNICAL                  | pH OF USE                                                                                                                                                                                                                                                              | FORM                                                                                     | USE LEVEL | PRESERVATIVE                                                                             | SOLUBILITY                                                                                | BIODEGRADABLE     |
|                            | 3-7,5                                                                                                                                                                                                                                                                  |  Liquid | 1-5%      |  Free |  Water | No data available |
| BENEFITS                   | <ul style="list-style-type: none"><li>Enhances cells oxygen uptake by up to 750%*</li><li>Stimulates cell viability in the epidermis to revitalize skin*</li><li>Up to 25% increased skin cell turnover**</li><li>Helps to modulate oily skin **</li></ul>             |                                                                                          |           |                                                                                          |                                                                                           |                   |
| REGISTRATION CERTIFICATION | <div></div> |                                                                                          |           |                                                                                          |                                                                                           |                   |

\* in vitro \*\* in vivo

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

# HEADtherapy STRONG HEAD

for insecure mind, fragile scalp, hair loss

DERMO FORTIFYING  
SHAMPOO



93% Natural Origin  
According to ISO 16128

HAIR & SCALP  
REVITALIZER SERUM



99% Natural Origin  
According to ISO 16128

with anti-aging ALPAFLOR® EDELWEISS CB  
& strengthening\*\*\*\* Rosemary Essential Oil



>90% natural origin formula  
& natural origin / highly biodegradable fragrance\*

>5% of a dsm-firmenich NATURAL TOGETHER™  
ROSEMARY ESSENTIAL OIL

EMOTIBOOST® CONFIDENCE – an accord  
proven to be associated with feelings of  
confidence



ALPAFLOR® EDELWEISS CB:  
helps prevent hair loss\*\*

Life's GLA™ '10' n-6 Oil:  
conditioning, reduces hair  
damage, shine

Biotin:  
helps prevent  
hair loss\*\*\*

\*\*\*\* Treatment options for androgenetic alopecia: Efficacy, side effects, compliance, financial considerations, and ethics – PMC (nih.gov)

\*Natural origin fragrance = >50% carbon renewable  
Highly biodegradable fragrance = min 90% ultimately  
\*\*Hair loss is a drug claim in USA  
\*\*\*based on literature for oral use

# ALPAFLOR® EDELWEISS CB

INCI NAME: Leontopodium Alpinum Flower/Leaf Extract, Glycerin, Water, Citric Acid

# HEADtherapy

ID CARD

## TECHNOLOGY

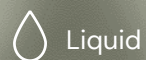
Gentle ethanolic extraction of dried plant following green chemistry principles

## TECHNICAL

### pH OF USE

3,5-5,5

### FORM



Liquid

### USE LEVEL

1-3%

### PRESERVATIVE



Free

### SOLUBILITY



Water

### BIODEGRADABLE

main components  
readily biodegradable

## BENEFITS

- Contains high levels of leontopodic acid and flavonoids
- Strong antioxidant with radical scavenging properties\*
- Prolongs anagen growing phase of hair 1.8 x more than placebo\*\*\*
- 50% increase of hair follicles keratinocytes proliferation\*\*\*
- 13% increase in hair density after 5 months\*\*
- 13% darker hair after 4 months\*\*
- 50% less grey hair versus Placebo\*\*

## REGISTRATION CERTIFICATION



VIEW IMPACT CARD

\* in vitro \*\* in vivo \*\*\* ex vivo

Refer to "Hair Care from Scalp to Tip" master presentation for more information

dsm-firmenich

# Life's GLA™ '10' n-6 Oil

INCI NAME: Oenothera Biennis (Evening Primrose) Seed Extract

|                            |                                                                                                                                                                                                                                                                                                                                                  |                                                                                          |           |                                                                                          |                                                                                         |                       |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------|
| TECHNOLOGY                 | Prepared by extraction of oil from seeds of Oenothera plant or Evening primrose (9% GLA)                                                                                                                                                                                                                                                         |                                                                                          |           |                                                                                          |                                                                                         |                       |
| TECHNICAL                  | pH OF USE                                                                                                                                                                                                                                                                                                                                        | FORM                                                                                     | USE LEVEL | PRESERVATIVE                                                                             | SOLUBILITY                                                                              | BIODEGRADABLE         |
|                            | 3-9                                                                                                                                                                                                                                                                                                                                              |  Liquid | Up to 1%  |  Free |  Oil | readily biodegradable |
| BENEFITS                   | <ul style="list-style-type: none"><li>• Anti hair breakage*</li><li>• Anti- frizz*</li><li>• Conditioning/ ease of combing*</li><li>• Split-ends reduction*</li><li>• Shine *</li></ul>                                                                                                                                                          |                                                                                          |           |                                                                                          |                                                                                         |                       |
| REGISTRATION CERTIFICATION |     |                                                                                          |           |                                                                                          |                                                                                         |                       |

\* In vitro

\*Refer to "Hair Care from Scalp to Tip" master presentation for more information

# HEADtherapy

Natural origin fragrances\* with high % of potent essential oils

## SOOTHED HEAD

with calming\*\* Lavender Essential Oil



**Aromatic – Lavender – Floral – Ambery**

>2.5% of a **dsm-firmenich Natural together™**

**Lavender essential oil**

>5% of lavender essential oils in total

Natural origin fragrance\*

Emotiwaves® Relaxed – an essential oil shown to elicit relaxing feelings

## PURE HEAD

with detoxifying \*\* Mint Essential Oil



**Aromatic – Mint – Floral – Watery**

>5% of a produced by & exclusive to **dsm-firmenich Mint essential oil**

Natural origin & highly biodegradable fragrance\*

Emotiwaves® Revitalized – an essential oil shown to elicit revitalizing feelings

## STRONG HEAD

with strengthening \*\* Rosemary Essential Oil



**Aromatic – Rosemary – Floral – Musks**

>5% of a **dsm-firmenich Natural together™**

**Rosemary essential oil**

Natural origin & highly biodegradable fragrance\*

EmotiBoost® Confidence – an accord shown to be associated with feelings of confidence

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims

\*Natural origin fragrance = >50% carbon renewable / Highly biodegradable fragrance = min 90% ultimately

\*\* Mentha piperita: Essential Oil and Extracts, Their Biological Activities, and Perspectives on the Development of New Medicinal and Cosmetic Products – PMC (nih.gov) & Treatment options for androgenetic alopecia: Efficacy, side effects, compliance, financial considerations, and ethics – PMC (nih.gov) & Essential Oils in the Treatment of Various Types of Acne-A Review – PubMed (nih.gov)

**dsm-firmenich** 

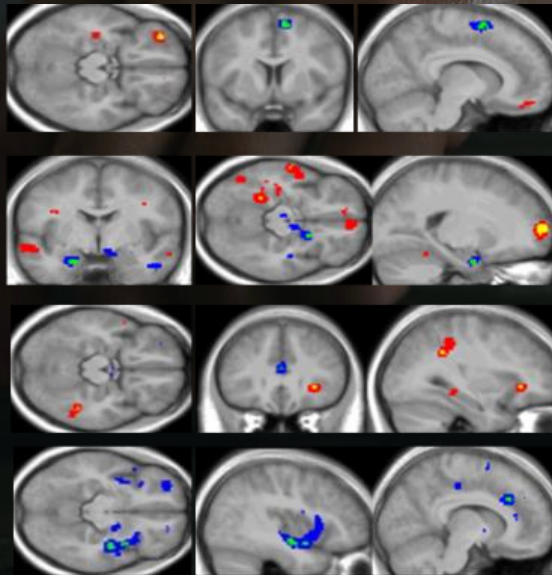
# HEADtherapy

Fragrance innovations for your mind

emotion™

## SOOTHED HEAD

with EMOTIWAVES® RELAXED  
an essential oil shown to elicit relaxing  
feelings



## PURE HEAD

with EMOTIWAVES® REVITALIZED – an  
essential oil shown to elicit revitalizing  
feelings

Fragrance technology shown to elicit a  
targeted emotion

Patented methodology using fMRI

With Natural Essential Oils

Associated claim :  
an essential oil shown to elicit  
relaxing/revitalizing feelings

## STRONG HEAD

with EMOTIBOOST® CONFIDENCE – an  
accord shown to be associated with  
feelings of confidence

Fragrance technology shown to be  
associated with a targeted emotion

Patented testing method by Neurohm  
using time response measure

Exclusive to dsm-firmenich

Associated claim :  
an exclusive accord shown to be  
associated with feelings of confidence

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dsm-firmenich

# HEADtherapy

Natural origin fragrances with high % of potent essential oils

## SOOTHED HEAD

with 2.5%\* of a dsm-firmenich NATURAL TOGETHER™

## LAVENDER ESSENTIAL OIL

*Lavandula  
angustifolia*

### DISTILLATION PROCESS

Obtained by distillation of the biomass with water, or steam.  
The essential oil is physically separated from the aqueous phase by decantation.

### OLFACTIVE DESCRIPTION

*Very floral, fresh, aromatic, herbaceous with sweet coumarin undertone.*

This very floral lavender oil can be used in Fine or Consumer Fragrances with aromatic, fougere and floral accord.

### NATURALS TOGETHER™



**ORIGIN:** Ingredient sourced from France and distilled locally.

**SUSTAINABLE PRACTICES:** Responsibly sourced ingredient recognized for its rated sustainable practices of production.

# HEADtherapy

Natural origin fragrances with high % of potent essential oils

## PURE HEAD

with 5%\* of a produced by & exclusive to dsm-firmenich

## MINT ESSENTIAL OIL

*Mentha  
piperita*

### DISTILLATION PROCESS

Obtained by distillation of the biomass with water, or steam. The essential oil is physically separated from the aqueous phase by decantation.

### OLFACTIVE DESCRIPTION

*Full-bodied and intense, fresh and aromatic herbal notes of hay, gently supported by lactonic and floral hints.*

This profile will bring uniqueness and mint signature in many Home care and Body care applications.

### EXCLUSIVE DSM-FIRMENICH CAPTIVE



A dsm-firmenich captive is strictly reserved for our perfumers.

# HEADtherapy

Natural origin fragrances with high % of potent essential oils

## STRONG HEAD

with 5%\* of a dsm-firmenich NATURAL TOGETHER™

## ROSEMARY ESSENTIAL OIL

*Rosmarinus  
officinalis*

### DISTILLATION PROCESS

Obtained by distillation of the biomass with water, or steam.  
The essential oil is physically separated from the aqueous phase by decantation.

### OLFACTIVE DESCRIPTION

*Aromatic, herbaceous, fresh, camphorated, eucalyptus and woody odor.*

Give freshness with a characteristic herbal and camphor effect in aromatic compositions. Can be used in blend with lavender, lavandin, basil, thyme, mints, eucalyptus.

### NATURALS TOGETHER™



**SUSTAINABLE PRACTICES:** Responsibly sourced ingredient recognized for its rated sustainable practices of production. Harvested in Morocco and Tunisia

**We bring progress to life™**

# Disclaimer

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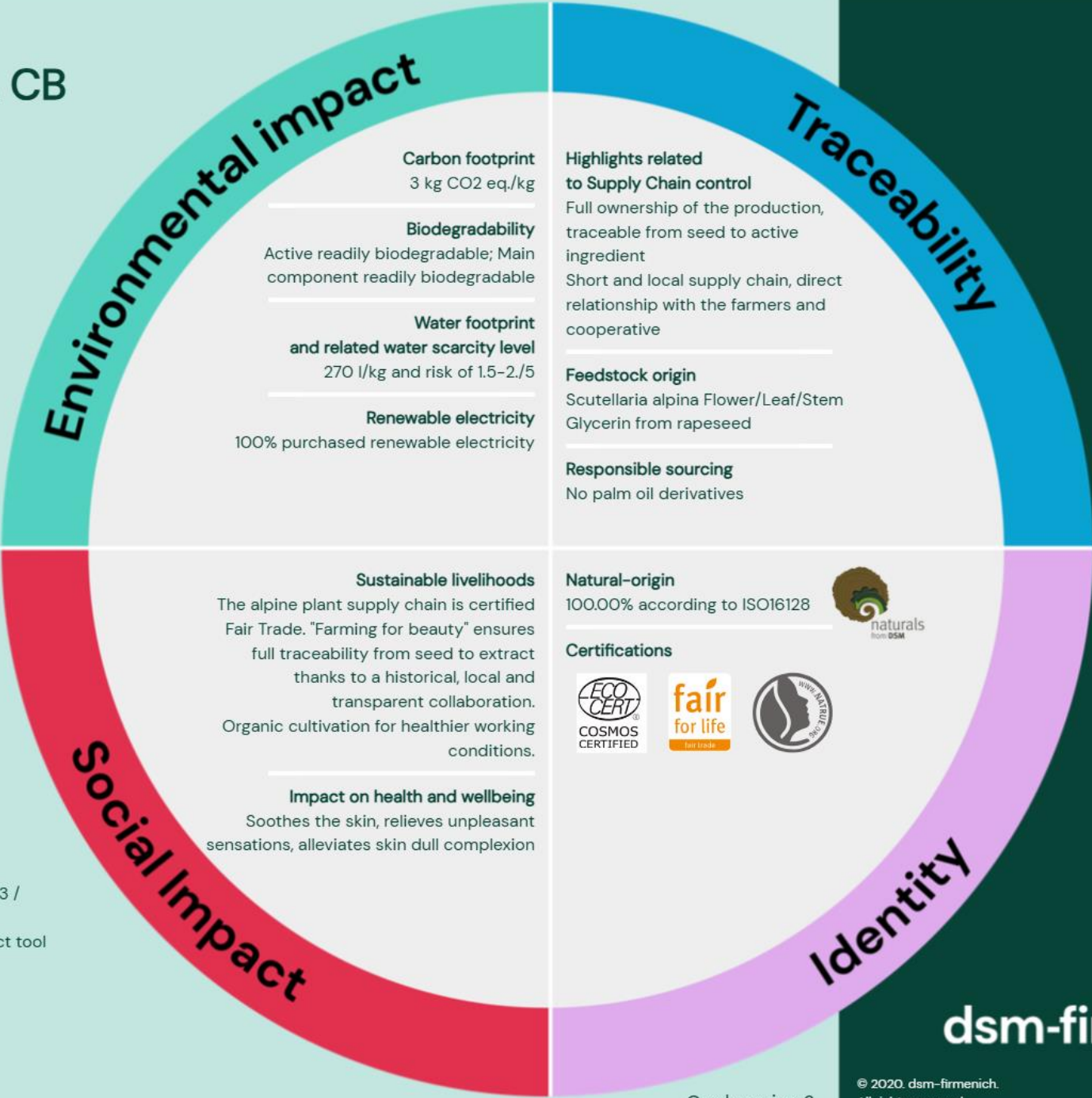
# ALPAFLOR® SCUTELLARIA CB

INCI name: Scutellaria Alpina Flower/Leaf/Stem Extract, Aqua,  
Glycerin, Citric Acid  
Product codes: 5037863

**FAIR TRADE CERTIFIED**  
A unique approach in Europe,  
illustrating an historical and  
transparent collaboration along  
the value chain (Farming for  
Beauty Program)

Calculation methods:  
Carbon footprint: IPCC 2013  
Water footprint: calculated by ReCiPe 2016 Midpoint (H) V1.03 /  
World (2010), aligned with WBCSD guidelines  
Water scarcity level: WRI (world resources institute) Aqueduct tool  
2019

The carbon and water footprint calculations are based on internally  
conducted LCA according to ISO 14040/44 guidelines, dsm-  
firmenich LCA policy and validated by an internal reviewer.  
The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the  
**SUSTAINABLE DEVELOPMENT GOALS**



dsm-firmenich

PENTAVITIN®

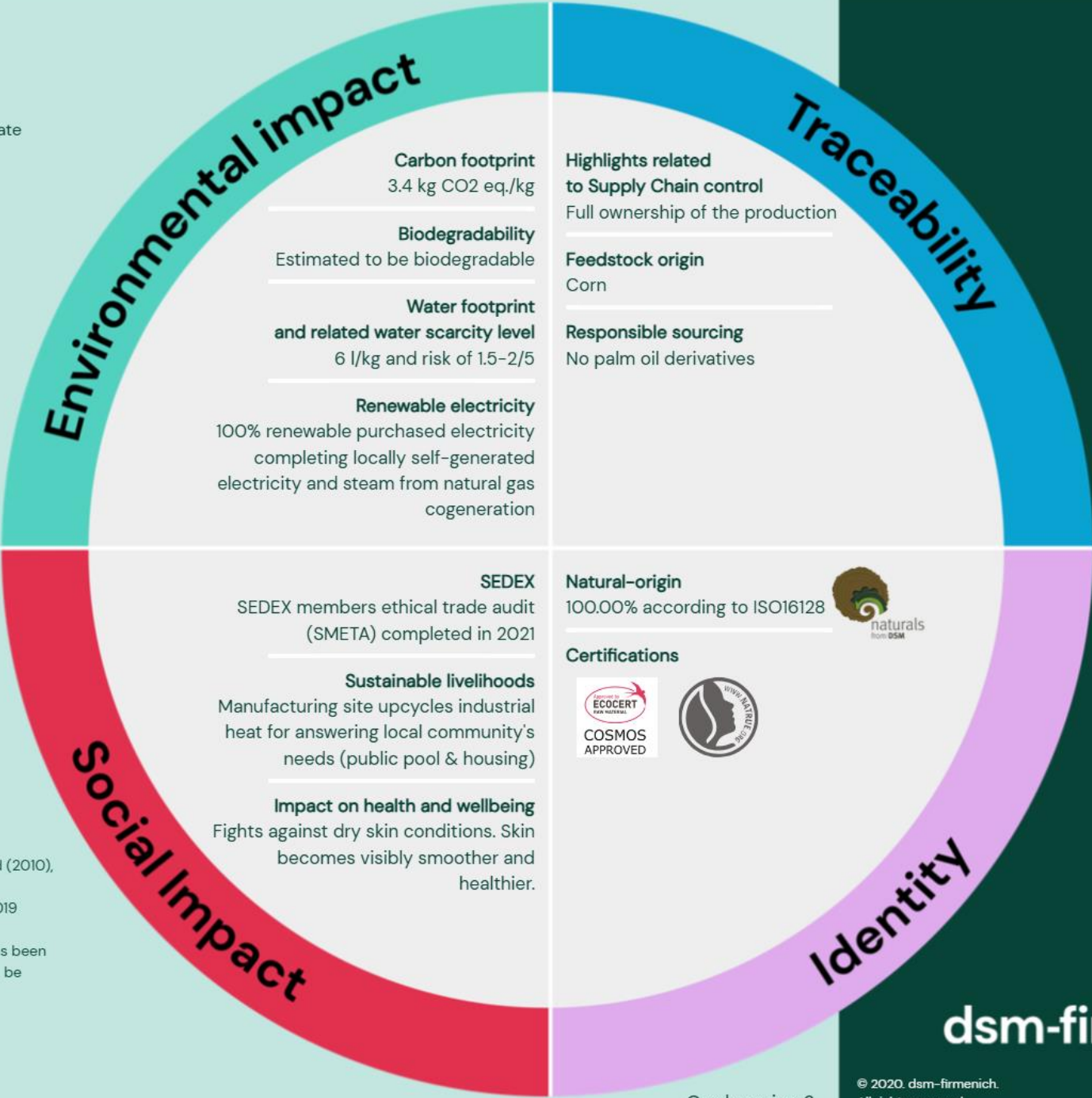
INCI name: Saccharide Isomerate, Aqua, Citric Acid, Sodium Citrate  
Product codes: 5038443

One of the lowest carbon footprints in the industry for a moisturizing ingredient  
Long proven track record on skin health benefits

Calculation methods:  
Water footprint: calculated by ReCiPe 2016 Midpoint (H) V1.03 / World (2010), aligned with WBCSD guidelines  
Water scarcity level: WRI (world resources institute) Aqueduct tool 2019

Calculation based on production data from Aesch. The production has been transferred to Grenzach and data will be updated as soon as they will be representative.

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, dsm-firmenich LCA policy and validated by an internal reviewer.  
The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the  
**SUSTAINABLE DEVELOPMENT GOALS**



dsm-firmenich

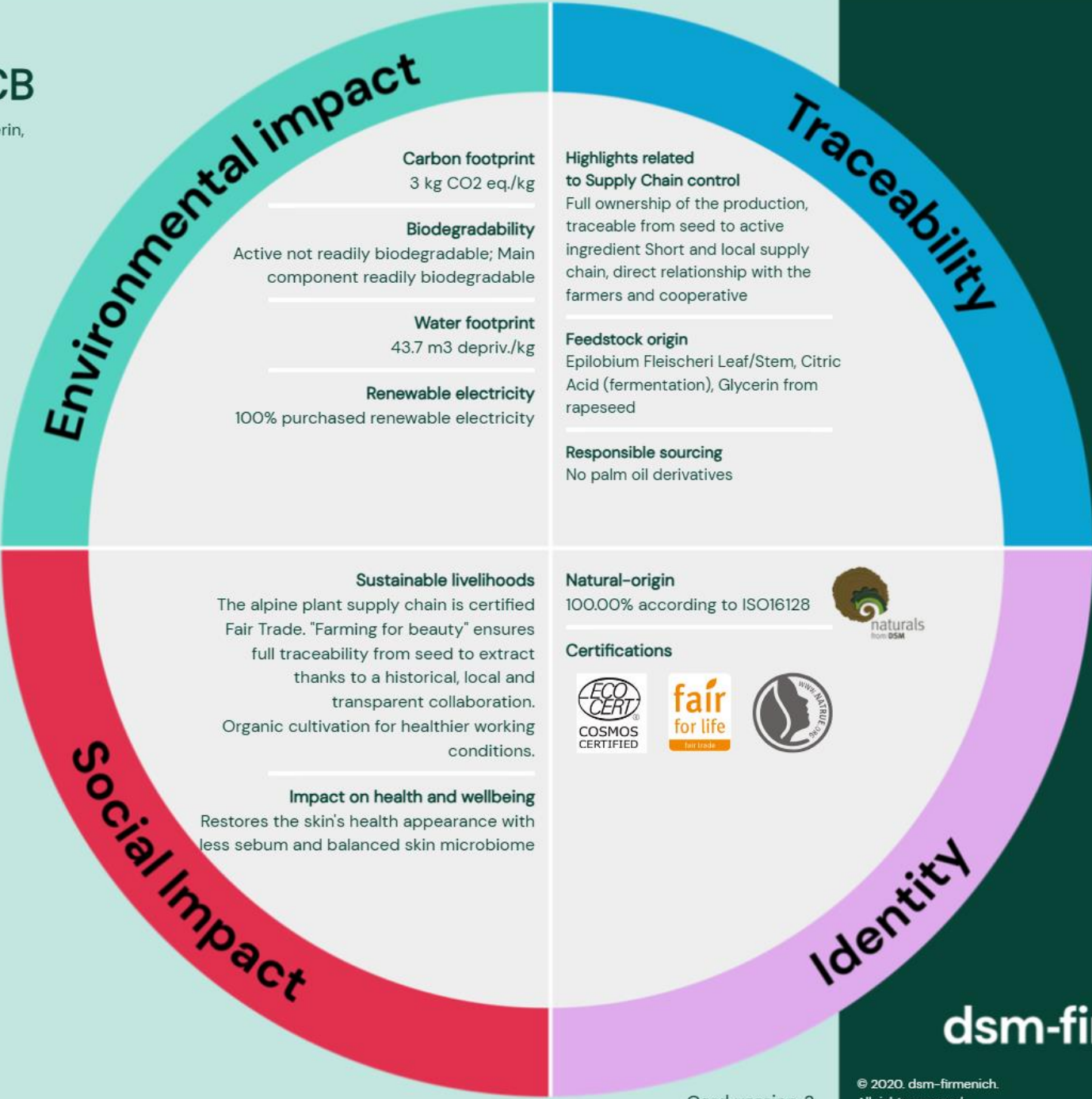
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# ALPAFLOR® ALP-SEBUM CB

INCI name: Epilobium Fleischeri Flower/Leaf/Stem Extract, Glycerin, Aqua, Citric Acid  
Product codes: 5037861

**FAIR TRADE CERTIFIED**  
A unique approach in Europe, illustrating an historical and transparent collaboration along the value chain (Farming for Beauty Program)

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, dsm-firmenich LCA policy and validated by an internal reviewer. The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the  
**SUSTAINABLE DEVELOPMENT GOALS**



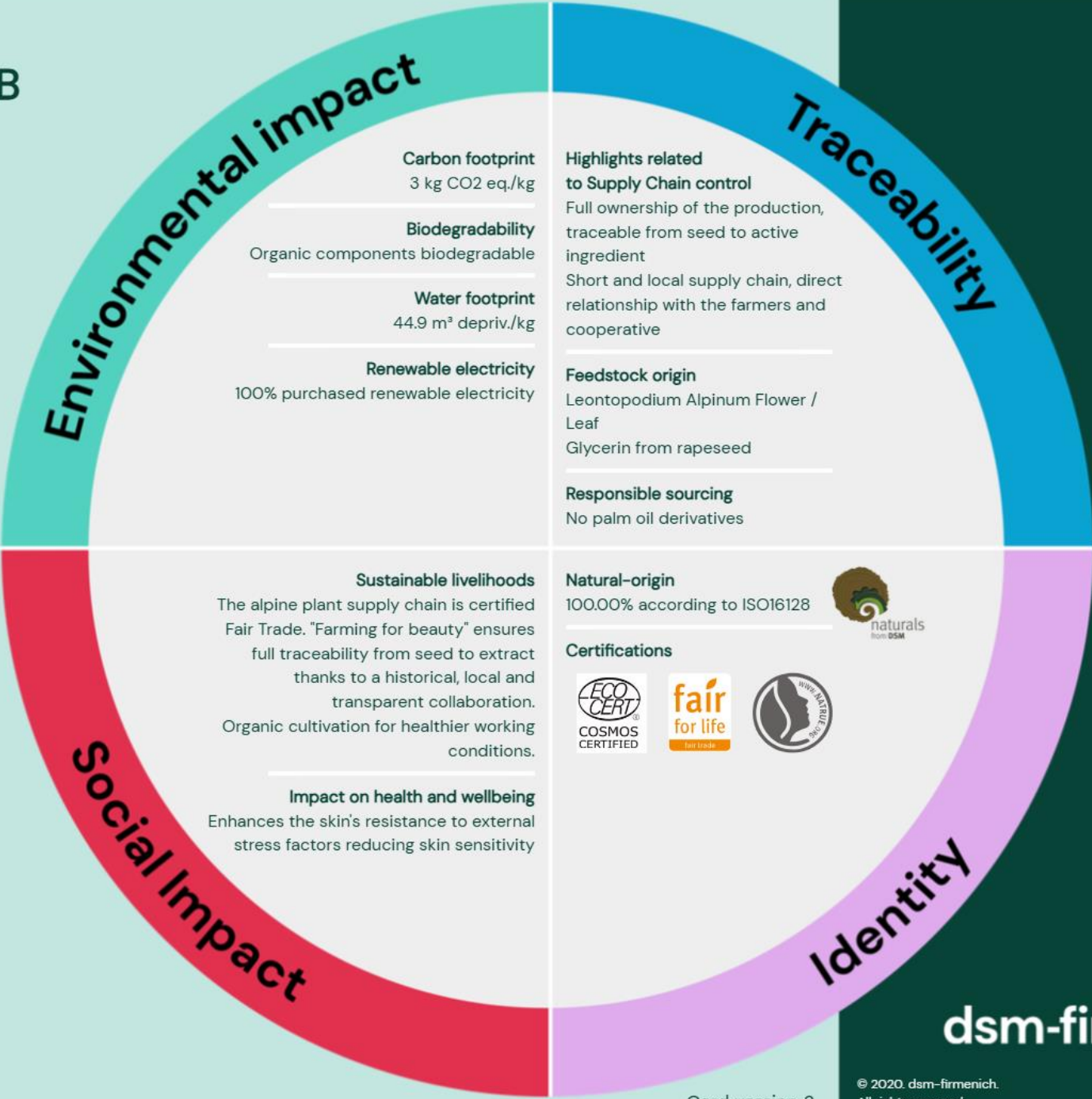
dsm-firmenich

# ALPAFLOR® EDELWEISS CB

INCI name: Aqua, Glycerin, Citric Acid, Leontopodium Alpinum  
Flower/Leaf Extract  
Product codes: 5037860

**FAIR TRADE CERTIFIED**  
A unique approach in Europe,  
illustrating an historical and  
transparent collaboration along  
the value chain (Farming for  
Beauty Program)

The carbon and water footprint calculations are based on internally  
conducted LCA according to ISO 14040/44 guidelines, dsm-  
firmenich LCA policy and validated by an internal reviewer.  
The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the  
**SUSTAINABLE DEVELOPMENT GOALS**



dsm-firmenich

# HEADtherapy

SOOTHED HEAD  
for stressed mind, itchy scalp, dull hair

DERMO SOOTHING  
SHAMPOO



93% Natural Origin

with soothing ALPAFLOR® SCUTELLARIA CB  
& calming Lavender Essential Oil

| Phase | Ingredients                   | INCI Name                                                                                                                 | % w / w |
|-------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------|---------|
| A     | Water Dem                     | AQUA                                                                                                                      | 59,00   |
|       | Jaguar® C 162 SGI             | HYDROXYPROPYL GUAR HYDROXYPROPYL TRIMONIUM CHLORIDE                                                                       | 0,20    |
|       | L(+) Lactic Acid 90%          | LACTIC ACID, AQUA                                                                                                         | 0,20    |
|       | D-Panthenol 75 L              | PANTHENOL, AQUA, PANTOLACTONE                                                                                             | 0,35    |
| B     | Activsoft S                   | CYAMOPSIS TETRAGONOLOBA GUM                                                                                               | 0,10    |
|       | Propanediol                   | PROPANEDIOL                                                                                                               | 1,50    |
| C     | ISELUX® Ultra Mild            | SODIUM LAUROYL METHYL ISETHIONATE, COCAMIDOPROPYL BETAINE, SODIUM METHYL OLEOYL TAURATE, LAURYL GLUCOSIDE, COCO-GLUCOSIDE | 10,00   |
|       | EcoSense 919                  | COCO-GLUCOSIDE                                                                                                            | 2,00    |
|       | Potassium Sorbate             | POTASSIUM SORBATE                                                                                                         | 0,20    |
|       | PUROX® S                      | SODIUM BENZOATE                                                                                                           | 0,40    |
| D     | PENTAVITIN®                   | SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE                                                                   | 0,25    |
|       | ALPAFLOR® SCUTELLARIA CB      | GLYCERIN, AQUA, CITRIC ACID, SCUTELLARIA ALPINA FLOWER/LEAF/STEM EXTRACT                                                  | 3,00    |
| E     | TEGO SOLVE 61 MB              | POLYGLYCERYL-6 CAPRYLATE, POLYGLYCERYL-6 RICINOLEATE, POLYGLYCERYL-4 CAPRATE, POLYGLYCERYL-3 COCOATE, AQUA                | 3,00    |
|       | HEAD THERAPY SOOTHING P01C302 | PARFUM, ALPHA-ISOMETHYL IONONE, CITRONELLOL, COUMARIN, LINALOOL                                                           | 0,80    |
| F     | AMONYL 675 SB                 | COCAMIDOPROPYL HYDROXYSULTAINE                                                                                            | 8,00    |
|       | NANSA® LSS 38/AV              | SODIUM C14-16 OLEFIN SULFONATE                                                                                            | 11,00   |

Technical Data:  
pH: 5,7  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 3.000 mPa.s

HC-E-100400-40

dsm-firmenich

# HEADtherapy

SOOTHED HEAD  
for stressed mind, itchy scalp, dull hair

SCALP REPLENISHING  
BALM



97% Natural Origin

with soothing ALPAFLOR® SCUTELLARIA CB  
& calming Lavender Essential Oil

| Phase | Ingredients                   | INCI Name                                                                                           | % w / w |
|-------|-------------------------------|-----------------------------------------------------------------------------------------------------|---------|
| A     | Water Dem                     | AQUA                                                                                                | 71,75   |
|       | Allantoin                     | ALLANTOIN                                                                                           | 1,00    |
|       | PUROX® S                      | SODIUM BENZOATE                                                                                     | 0,60    |
| B     | AMPHISOL® K                   | POTASSIUM CETYL PHOSPHATE                                                                           | 0,50    |
|       | Olivem® 1000 MB               | CETEARYL OLIVATE, SORBITAN OLIVATE                                                                  | 2,50    |
|       | STIMU-TEX® AS                 | ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII (SHEA) BUTTER EXTRACT, SPENT GRAIN WAX | 1,50    |
|       | SOFTISAN® condition HAIR      | PCA GLYCERYL OLEATE                                                                                 | 1,50    |
|       |                               |                                                                                                     |         |
| C     | Activsoft S                   | CYAMOPSIS TETRAGONOLOBA GUM                                                                         | 0,10    |
|       | Propanediol                   | PROPANEDIOL                                                                                         | 5,00    |
| D     | BIO-ETHANOL (ETA bis 99.9%)   | ALCOHOL                                                                                             | 10,00   |
|       |                               |                                                                                                     |         |
| E     | HEAD THERAPY SOOTHING P01C302 | PARFUM, ALPHA-ISOMETHYL IONONE, CITRONELLOL, COUMARIN, LINALOOL, LIMONENE                           | 1,00    |
|       | HYA-ACT™ XS                   | HYDROLYZED HYALURONIC ACID                                                                          | 0,10    |
|       | ALPAFLOR® SCUTELLARIA CB      | GLYCERIN, AQUA, CITRIC ACID, SCUTELLARIA ALPINA FLOWER/LEAF/STEM EXTRACT                            | 3,00    |
|       | PENTAVITIN®                   | SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE                                             | 0,25    |
|       | D-Panthenol 75 L              | PANTHENOL, AQUA, PANTOLACTONE                                                                       | 1,20    |

Technical Data:  
pH: 5,5  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 1.500 mPa.s

HC-E-100400-25



CIRCULAR CREATION : NATURALS AND MOLECULES

|                            |       |   |
|----------------------------|-------|---|
| RENEWABLE                  | 51.3% | A |
| NATURAL-ORIGIN INGREDIENTS | 53.7% |   |
| NATURALS                   | 8.8%  |   |
| ESSENTIAL OILS             | 8.7%  |   |
| UPCYCLED INGREDIENTS       | 19.6% |   |

|                          |       |   |
|--------------------------|-------|---|
| BIODEGRADABLE ULTIMATELY | 86.7% | B |
| GREEN SCORE              | 83.6% | B |
| E-FACTOR kg waste/kg     | 6.5   | B |

Conscious claims



NATURAL ORIGIN  
FRAGRANCE



11 ESSENTIAL  
OILS



9 UPCYCLED  
INGREDIENTS



FRAGRANCE MADE  
WITH INGREDIENTS  
FROM GREEN  
CHEMISTRY

Hero ingredients

Naturals



CAMPHOR CHINA EO  
Essential Oil  
Origin:China

Aromatic



LAVENDER DIVA PAYS EO  
Essential Oil  
Origin:France

Aromatic



LAVANDIN GROSSO FRANCE  
EO  
Essential Oil  
Origin:France

Aromatic



LAVENDER PAYS EO  
Essential Oil  
Origin:France

Aromatic



EUCALYPTUS GLOBULUS EO  
Essential Oil  
Origin:Portugal, India, China

Aromatic



UPCYCLED

Molecules



TERPINYL ACETATE EXTRA  
Synthetic Molecule

Citrus

UPCYCLED



NORLIMBANOL® DEXTRO  
Synthetic Molecule

Woody

UPCYCLED

FIRMENICH INGREDIENT



GERANYL ACETATE PURE RC  
Synthetic Molecule

Floral

UPCYCLED



CLIMATE & NATURE IMPACT

Certifications & Labels suitability

|                                 |      |   |
|---------------------------------|------|---|
| CARBON EMISSIONS (kg CO2.eq/kg) | 13   | A |
| WATER (m3/kg)                   | 53.3 | E |
| ETOX (person/year/t)            | 0.2  | C |



PEOPLE & COMMUNITY IMPACT

Certifications & Labels suitability

|                       |       |   |
|-----------------------|-------|---|
| EMPLOYEES & SUPPLIERS | 79%   | D |
| NATURALS TOGETHER™    | 63.8% | A |



TARGET CLEAN  
UP TO .25%



YUKA GREEN  
UP TO 100%

Conscious claims



8 SUSTAINABLE  
PRACTICES  
INGREDIENTS



4 CERTIFIED  
GEOGRAPHICAL  
ORIGIN INGREDIENTS

# HEADtherapy

**PURE HEAD**  
for dull mind, oily scalp, greasy hair

DETOXIFYING  
SCALP SCRUB

96% Natural Origin



with scalp purifying ALPAFLOR® ALP SEBUM CB  
& detoxifying Mint Essential Oil

| Phase | Ingredients                        | INCI Name                                                                                                                            | % w / w |
|-------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------|
| A     | Water Dem                          | AQUA                                                                                                                                 | 65,50   |
|       | PYRIDOXINE HYDROCHLORIDE (Vit. B6) | PYRIDOXINE HCL                                                                                                                       | 0,20    |
|       | SILIGEL                            | XANTHAN GUM, SCLEROTIUM GUM, LECITHIN, PULLULAN                                                                                      | 2,50    |
|       | GLYCOLIC ACID 70%                  | GLYCOLIC ACID                                                                                                                        | 0,60    |
|       | Potassium Sorbate                  | POTASSIUM SORBATE                                                                                                                    | 0,30    |
|       | PUROX® S                           | SODIUM BENZOATE                                                                                                                      | 0,60    |
|       | Propanediol                        | PROPANEDIOL                                                                                                                          | 5,00    |
| B     | QUATIN® 350 UP-DP POWDER           | HYDROXYPROPYLTRIMONIUM INULIN                                                                                                        | 0,60    |
|       | Amisoft® CS-11                     | SODIUM COCOYL GLUTAMATE                                                                                                              | 6,00    |
|       | LAMESOFT PO 65                     | COCO-GLUCOSIDE, GLYCERYL OLEATE                                                                                                      | 3,00    |
|       | PuraBeet                           | BETAINE                                                                                                                              | 1,00    |
| C     | OXY 229 CB                         | SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL | 2,00    |
|       | ALPAFLOR® ALP-SEBUM CB             | EPILOBIUM FLEISCHERI FLOWER / LEAF / STEM EXTRACT                                                                                    | 3,00    |
|       | ARGAN OIL                          | ARGANIA SPINOSA KERNEL OIL                                                                                                           | 0,40    |
|       | HEAD THERAPY PURIFYING P01C304     | PARFUM, ALPHA ISOMETHYL IONONE, GERANIOL, LIMONENE, LINALOOL, HYDROXYCITRONELLAL                                                     | 1,00    |
| D     | AGENAJEL® 20.313                   | HYDROXYPROPYL STARCH PHOSPHATE                                                                                                       | 4,80    |
| E     | Celluloscrub 300                   | CELLULOSE                                                                                                                            | 3,50    |

Technical Data:  
pH: 5,3  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 6.000 mPa.s

HC-E-100400-21

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

# HEADtherapy

**PURE HEAD**  
for dull mind, oily scalp, greasy hair

DERMO CLARIFYING  
SHAMPOO



93% Natural Origin

with scalp purifying ALPAFLOR® ALP SEBUM CB  
& detoxifying Mint Essential Oil

| Phase | Ingredients                        | INCI Name                                                                                                                            | % w / w |
|-------|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|---------|
| A     | Water Dem                          | AQUA                                                                                                                                 | 58,40   |
|       | Jaguar® C 162 SGI                  | HYDROXYPROPYL GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE                                                                                   | 0,20    |
|       | L(+) Lactic Acid 90%               | LACTIC ACID, AQUA                                                                                                                    | 0,20    |
|       | PYRIDOXINE HYDROCHLORIDE (vit. B6) | PYRIDOXINE HCL                                                                                                                       | 0,20    |
|       |                                    |                                                                                                                                      |         |
| B     | Propanediol                        | PROPANEDIOL                                                                                                                          | 1,50    |
|       | Activsoft S                        | CYAMOPSIS TETRAGONOLOBA GUM                                                                                                          | 0,10    |
|       |                                    |                                                                                                                                      |         |
| C     | ISELUX® Ultra Mild                 | SODIUM LAUROYL METHYL ISETHIONATE, COCAMIDOPROPYL BETAINE, SODIUM METHYL OLEOYL TAURATE, LAURYL GLUCOSIDE, COCO-GLUCOSIDE            | 10,00   |
|       | AMONYL 675 SB                      | COCAMIDOPROPYL HYDROXSULTAINE                                                                                                        | 8,00    |
|       |                                    |                                                                                                                                      |         |
| D     | PUROX® S                           | SODIUM BENZOATE                                                                                                                      | 0,40    |
|       | Potassium Sorbate                  | POTASSIUM SORBATE                                                                                                                    | 0,20    |
|       | OXY 229 CB                         | SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL | 2,00    |
|       | ALPAFLOR® ALP-SEBUM CB             | EPILOBIUM FLEISCHERI FLOWER / LEAF / STEM EXTRACT, GLYCERIN, AQUA, CITRIC ACID                                                       | 3,00    |
|       |                                    |                                                                                                                                      |         |
| E     | TEGO SOLVE 61 MB                   | POLYGLYCERYL-6 CAPRYLATE, POLYGLYCERYL-6 RICINOLEATE, POLYGLYCERYL-4 CAPRATE, POLYGLYCERYL-3 COCOATE, AQUA                           | 3,00    |
|       | HEAD THERAPY PURIFYING PO1C304     | PARFUM, ALPHA ISOMETHYL IONONE, LIMONENE, LINALOOL                                                                                   | 0,80    |
|       |                                    |                                                                                                                                      |         |
| F     | NANSA® LSS 38/AV                   | SODIUM C14-16 OLEFIN SULFONATE                                                                                                       | 12,00   |

Technical Data:  
pH: 5,6  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 3.000 mPa.s



CIRCULAR CREATION : NATURALS AND MOLECULES

|                            |       |   |
|----------------------------|-------|---|
| RENEWABLE                  | 54.9% | A |
| NATURAL-ORIGIN INGREDIENTS | 55.3% |   |
| NATURALS                   | 12.9% |   |
| ESSENTIAL OILS             | 12.6% |   |
| UPCYCLED INGREDIENTS       | 15%   |   |

|                          |       |   |
|--------------------------|-------|---|
| BIODEGRADABLE ULTIMATELY | 99.3% | A |
| GREEN SCORE              | 85.9% | B |
| E-FACTOR kg waste/kg     | 1.3   | A |

Conscious claims

- NATURAL ORIGIN FRAGRANCE
- 9 ESSENTIAL OILS
- 11 UPCYCLED INGREDIENTS
- HIGHLY BIODEGRADABLE FRAGRANCE
- FRAGRANCE MADE WITH INGREDIENTS FROM GREEN CHEMISTRY

Hero ingredients

Naturals



MINT PIPERITA EO  
CASCADE SX

983169  
Essential Oil

Aromatic

FIRMINICH INGREDIENT  
CAPTIVE  
PALETTE



ORANGE TERP CITRONOVA®  
Ess. Oil by Citrus distillation  
Origin:Brazil, USA, Mexico

Citrus

UPCYCLED  
FIRMINICH INGREDIENT



EUCALYPTUS GLOBULUS EO  
Essential Oil  
Origin:Portugal, India, China

Aromatic

UPCYCLED



ORANGE OIL FLORIDA ARR  
PERF  
Ess. Oil by Cold Expression  
Origin:USA, South Africa,  
Mexico, Brazil

Citrus

FIRMINICH INGREDIENT



Molecules



DIHYDROESTRAGOLE RC  
Synthetic Molecule

Aromatic

UPCYCLED  
FIRMINICH INGREDIENT



GERANIOL 60 RC  
Synthetic Molecule

Floral

UPCYCLED



DIHYDROMYRCENOL  
Synthetic Molecule

Citrus

UPCYCLED



ISOEUGENOL EXTRA NAT US  
Synthetic Molecule

Spicy

UPCYCLED



CLIMATE & NATURE IMPACT

Certifications & Labels suitability

|                                 |      |   |
|---------------------------------|------|---|
| CARBON EMISSIONS (kg CO2.eq/kg) | 12   | E |
| WATER (m3/kg)                   | 34.1 | E |
| ETOX (person/year/t)            | 0.4  | D |



PEOPLE & COMMUNITY IMPACT

Certifications & Labels suitability

|                       |       |   |
|-----------------------|-------|---|
| EMPLOYEES & SUPPLIERS | 78%   | E |
| NATURALS TOGETHER™    | 53.3% | A |

Credo Clean UP TO 100%  
Target Clean UP TO 75%  
Yuka GREEN UP TO 100%

Conscious claims

- 4 SUSTAINABLE PRACTICES INGREDIENTS
- 1 CERTIFIED GEOGRAPHICAL ORIGIN INGREDIENT

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

# HEADtherapy

**STRONG HEAD**  
for insecure mind, fragile scalp, hair loss\*

DERMO FORTIFYING  
SHAMPOO



93% Natural Origin

with anti-aging ALPAFLOR® EDELWEISS CB  
& strengthening Rosemary Essential Oil

| Phase | Ingredients                        | INCI Name                                                                                                                           | % w / w |
|-------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------|
| A     | Water Dem                          | AQUA                                                                                                                                | 56,39   |
|       | Jaguar® C 162 SGI                  | HYDROXYPROPYL GUAR<br>HYDROXYPROPYLTRIMONIUM CHLORIDE                                                                               | 0,20    |
|       | L(+) Lactic Acid 90%               | LACTIC ACID, AQUA                                                                                                                   | 0,30    |
|       | D-Biotin                           | BIOTIN                                                                                                                              | 0,02    |
| B     | Activsoft S                        | CYAMOPSIS TETRAGONOLOBA GUM                                                                                                         | 0,10    |
|       | Propanediol                        | PROPANEDIOL                                                                                                                         | 1,50    |
| C     | ISELUX® Ultra Mild                 | SODIUM LAUROYL METHYL ISETHIONATE,<br>COCAMIDOPROPYL BETAINE, SODIUM METHYL<br>OLEOYL TAURATE, LAURYL GLUCOSIDE, COCO-<br>GLUCOSIDE | 10,00   |
|       | AMONYL 675 SB                      | COCAMIDOPROPYL HYDROXYSULTAINE                                                                                                      | 8,00    |
|       | Proteol OAT PF                     | SODIUM LAUROYL OAT AMINO ACIDS                                                                                                      | 2,00    |
| D     | ALPAFLOR® EDELWEISS CB             | LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT,<br>GLYCERIN, AQUA, CITRIC ACID                                                            | 3,00    |
|       | PUROX® S                           | SODIUM BENZOATE                                                                                                                     | 0,40    |
|       | Potassium Sorbate                  | POTASSIUM SORBATE                                                                                                                   | 0,20    |
| E     | TEGO SOLVE 61 MB                   | POLYGLYCERYL-6 CAPRYLATE, POLYGLYCERYL-6<br>RICINOLEATE, POLYGLYCERYL-4 CAPRATE,<br>POLYGLYCERYL-3 COCOATE, AQUA                    | 3,00    |
|       | life'sGLA™ '10' n-6 Oil            | OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL<br>PALMITATE, TOCOPHEROL                                                                   | 0,10    |
|       | HEAD THERAPY STRENGTHENING PO1C303 | PARFUM, LIMONENE, LINALOOL                                                                                                          | 0,80    |
| F     | NANSA® LSS 38/AV                   | SODIUM C14-16 OLEFIN SULFONATE                                                                                                      | 14,00   |

Technical Data:  
pH: 5,7  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 3.500 mPa.s

HC-E-100400-41

dsm-firmenich

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

# HEADtherapy

**STRONG HEAD**  
for insecure mind, fragile scalp, hair loss\*

HAIR & SCALP  
REVITALIZER SERUM



99% Natural Origin

with anti-aging ALPAFLOR® EDELWEISS CB  
& strengthening Rosemary Essential Oil

| Phase | Ingredients                        | INCI Name                                                             | % w / w |
|-------|------------------------------------|-----------------------------------------------------------------------|---------|
| A     | Water Dem                          | AQUA                                                                  | 69,13   |
|       | D-Biotin                           | BIOTIN                                                                | 0,02    |
|       | HYA-ACT™ XS                        | HYDROLYZED HYALURONIC ACID                                            | 0,15    |
| B     | SILIGEL                            | XANTHAN GUM, SCLEROTIUM GUM, LECITHIN, PULLULAN                       | 1,40    |
|       |                                    |                                                                       |         |
| C     | Propanediol                        | PROPANEDIOL                                                           | 5,00    |
|       | BIO-ETHANOL (ETA bis 99.9%)        | ALCOHOL                                                               | 12,00   |
| D     | MIGLYOL® 829 ECO                   | CAPRYLIC/CAPRIC/SUCCINIC TRIGLYCERIDE                                 | 7,50    |
|       | life'sGLA™ '10' n-6 Oil            | OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL        | 0,50    |
|       | HEAD THERAPY STRENGTHENING PO1C303 | PARFUM, BENZYL SALICYLATE, CITRAL, GERANIOL, LIMONENE, LINALOOL       | 1,00    |
| E     | ALPAFLOR® EDELWEISS CB             | LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT, GLYCERIN, AQUA, CITRIC ACID | 3,00    |
|       | Cosphaderm® Hexiol natural         | 1,2-HEXANEDIOL                                                        | 0,30    |

Technical Data:  
pH: 5,2  
Viscosity(HR-10/plate 40mm/ shear rate 1/s): 1.000 mPa.s

HC-E-100400-23



## CIRCULAR CREATION : NATURALS AND MOLECULES

|                            |       |   |
|----------------------------|-------|---|
| RENEWABLE                  | 61.9% | A |
| NATURAL-ORIGIN INGREDIENTS | 62.2% |   |
| NATURALS                   | 14.8% |   |
| ESSENTIAL OILS             | 14.8% |   |
| UPCYCLED INGREDIENTS       | 8.7%  |   |

|                          |       |   |
|--------------------------|-------|---|
| BIODEGRADABLE ULTIMATELY | 99.1% | A |
| GREEN SCORE              | 92.9% | A |
| E-FACTOR kg waste/kg     | 1.3   | A |

### Conscious claims



NATURAL ORIGIN  
FRAGRANCE



4 ESSENTIAL OILS



6 UPCYCLED  
INGREDIENTS



HIGHLY  
BIODEGRADABLE  
FRAGRANCE



FRAGRANCE MADE  
WITH INGREDIENTS  
FROM GREEN  
CHEMISTRY

### Hero ingredients

#### Naturals



ORANGE OIL DECOL  
Ess. Oil by Citrus distillation  
Origin: USA, South Africa,  
Mexico, Brazil

Citrus

UPCYCLED

FIRMENICH INGREDIENT



LEMON OIL SFUMA  
Ess. Oil by Cold Expression  
Origin: Brazil, Italy, Argentina

Citrus



ROSEMARY EO  
Essential Oil  
Origin: Tunisia, Morocco

Aromatic



#### Molecules



DIHYDROMYRCENOL  
Synthetic Molecule

Citrus

UPCYCLED



TERPINYL ACETATE EXTRA  
Synthetic Molecule

Citrus

UPCYCLED



ETHYL PRALINE  
Synthetic Molecule

Gourmand



AMBRETTOLIDE  
Synthetic Molecule

Musky



DARTANOL®  
Synthetic Molecule

Woody

UPCYCLED



## CLIMATE & NATURE IMPACT

|                                              |     |   |
|----------------------------------------------|-----|---|
| CARBON EMISSIONS (kg CO <sub>2</sub> .eq/kg) | 10  | C |
| WATER (m <sup>3</sup> /kg)                   | 9.5 | D |
| ETOX (person/year/t)                         | 0.7 | E |



## PEOPLE & COMMUNITY IMPACT

|                       |       |   |
|-----------------------|-------|---|
| EMPLOYEES & SUPPLIERS | 76.3% | E |
| NATURALS TOGETHER™    | 100%  | A |

### Conscious claims



4 SUSTAINABLE  
PRACTICES INGREDIENTS

### Certifications & Labels suitability



TARGET CLEAN UP  
TO 2.24%



YUKA GREEN UP  
TO .56%