

TECHNOLOGY MARKETING TOUR EXHIBITOR LIST CONTINUED

LipoTrue Inc – MARSturizer™ A moisturizing material from Mars? No...but MARSturizer™ is a bacterial ferment extract obtained from Rio Tinto, a Spanish river known as Mars on Earth. And their other featured ingredient was Reneseed™ the seed of youth that acts like a retinol and retinoic acid with skin to enhance collagen production.

Lubrizonl – DAWNERGY™ This peptide can help tune skin's cellular clock machinery, improving skin complexions. Like an energizing breakfast, it awakens skin radiance, perfect for those with an active lifestyle. The anti-fatigue effects of this ingredient are evident even after a night out.

The Innovation Company – Multiple technologies were featured, and we sampled them all!

- Peat Mask: Farm harvested from forested peatland it's rich in biologically active substances, with high quantities of humic and fulvic acids. It also contains bio-minerals, trace elements, vitamins, amino acids and fatty acids, which are bioavailable to the human skin.
- Forest birch leaf extract: Grown in the wild, this certified organic ingredient is great for developing healthy hair treatment products.
- Creastar® Stunning Corals Transformation Colorplus is a technology that enables increased color concentration plus offers transformative color on application. When applied on the skin, a part of the powder locks itself on the skin creating a base color, and the unlocked part continues to transform creating a new effect color!

Koster Keunen Inc. – Featured a collection of innovative all-natural esters, thickeners, and emulsifiers to enhance aesthetic appeal in product formulations. These technologies create silky textures in skin care, natural hair conditioning agents and glossy effects.

Ekologie Forte Pvt. Ltd. - Part of a global pro-poor and ecological agro-value chain, Ekologie Forte Pvt. Ltd. works with small and marginal farmers in developing countries in India and Africa. Their specialized all organic production is done through farmer partnership models, which are organic and fair trade

compliant thus ensuring adherence to quality and continuous supply of organic produce. Available organic ingredients include cold pressed oils, butters, extracts and more.

Univar Solutions - We tried out their featured New Found Aura Tinted Face Oil. This is an anhydrous facial color cosmetic which provides lightweight coverage, moisturization, and illumination with a silky feel. It is a carefully chosen balance of synthetic and natural ingredients to yield optimal performance.

Technologies featured in their Aura Tinted Face Oil:

- DOWSIL™ 9701 Powder – silicone powder with silica treated coating which provides sebum absorption, masks wrinkles, and imparts a silky, smooth feel.
- dl-alpha-Tocopherol – Vitamin E has proven antioxidant effects, enhances moisturization, and strengthens the skin barrier.
- Lexfilm™ Sun Natural MB – a mass balanced, plant-based polymer that imparts film forming properties and improves water resistance.
- Byungpul Extract (PD) – a medicinal herb widely used in Eastern medicine, lauded for treatment of skin diseases and wound healing.

Guru Nanak Oil Mills – Who can't pass up creamy full-sized samples of organic shea butter? Not us! We received a good-sized jar of this precious moisture-rich material considered sacred because of the bounty of goodness it can do for your skin, hair, beauty and health. It contains beneficial vegetable fats that promote cell regeneration and circulation, making it a wonderful healer and rejuvenator for troubled or ageing skin that helps to regenerate skin.

Agricultural Corporation Gynong Co., Ltd. – Sturgeon Extract! This 100% natural extract was featured in multiple skin care starter formulas. The company explained how the whole fish was utilized and featured the amino acids, omega-3, vitamins and minerals available through this ingredient.

Chemyunion – Agen – Epigenetics are a new therapeutic approach for a healthy aging of the skin. A synergistic combination of apple extract and a supercritical extract of ginger act as antiaging active ingredients. It acts through epigenetic regulation improving the firmness, elasticity and redensification of the skin helping to reduce wrinkles and stimulating the renewal and cellular differentiation.