

Silky Clear Peeling Gel

"The Replacement for Chemical Peels"

CLINICCARE is an internationally renowned Swedish skin care brand with the industry's highest concentration of low molecular weight hyaluronic acid in its products, CLINICCARE has earned a great standing due to its development work which have led to very efficient and safe treatment solutions.

CLINICCARE will be showcasing its products at BEAUTY Dusseldorf 2015 and BEAUTYWORLD Dubai 2015.

CLINICCARE's products to be showcased at the exhibition will feature the latest technology in injection free delivery systems highlighting the active ingredient's function that treats the skin in the safest, most effective way. The well-researched and advanced ingredients not only restore signs of ageing, but also reverse them and protect against future damage.

NEWEST DEVELOPMENT IN CHEMICAL PEELINGS

A totally particle- and pain-free peeling gel that visibly sweeps away dead skin cells when massaged onto skin.

This non-abrasive peeling gel is sure to deliver professional results by efficiently removing dead skin cells whilst encouraging new cells to come to the surface, leaving skin looking positively radiant.

Tests show that Silky Clear Peeling Gel greatly improves skin's texture and radiance without the harshness associated with chemical peelings (AHA, TCA ...).

Safe for even the most sensitive skin.

- ✓ Removes thickened skin and dead skin cells instantly
- ✓ Helps regenerate new skin.
- ✓ Smooths and softens even the most sensitive skin.

WHAT IT IS FORMULATED TO DO:

Multi-action enzymes effectively peel and help uncover a smooth, fresh, new complexion without drying, irritating, or causing undue stress to skin. It removes impurities and decongests clogged pores for a youthful, radiant look. The best product to prepare skin before facials, dermal fillers (Juvederm, Restylane ...), mesotherapy and make-up.

Producer:
CLINICCARE of Sweden
www.cliniccare.se



CLINICCARE®
CUTTING EDGE COSMECEUTICAL FORMULA

GALDERMA LAUNCHES NATURAL INGREDIENTS-BASED

Benzac® Acne Solutions to Get Smooth Skin



Galderma Laboratories, L.P., maker of Cetaphil® and the #1 prescription topical acne brand, announced the launch of Benzac® Acne Solutions, its first-ever, over-the-counter (OTC) acne regimen.

Benzac treats stubborn acne and prevents new breakouts from forming with salicylic acid, while pharmaceutical-grade East Indian Sandalwood Oil calms and soothes the skin. In a clinical study, 91% of people saw improvement in their acne in two weeks when using the new 3-step Benzac Acne Solutions, which includes the Benzac Skin Balancing Foaming Cleanser, Benzac Intensive Spot Treatment and Benzac Blemish Clearing Hydrator.

“Unlike many other acne treatments that don’t live up to their claims, Benzac is game changing in that it is clinically proven to help acne sufferers see predictable, smooth and luminous skin while minimizing

irritation,” says board-certified dermatologist Dr. Jeanine Downie. “Benzac is also the only skincare line to use East Indian Sandalwood Oil, which has been used for thousands of years in Eastern medicine and is known to have antibacterial and anti-inflammatory properties and soothes the skin.”

In addition to salicylic acid, Benzac also contains Kakadu plum, an antioxidant super fruit known for having the highest natural concentration of vitamin C, to brighten the skin; lemon myrtle, a natural astringent, to help reduce excess oil; and the mineral zinc, which is shown to act as a barrier against skin moisture loss.

“Building on our long-standing heritage in prescription acne treatments and commitment to providing innovative dermatological solutions, Galderma is offering Benzac as an effective, non-irritating solution for the nearly 100% of

teens and up to 50 million Americans who suffer from mild-to-moderate acne,” said Miles Harrison, Vice President and General Manager for Self Medication at Galderma Laboratories, L.P. “We want to help patients avoid the frustration of experimenting and skin irritation from multiple OTC products. If you haven’t seen improvement in your skin within two weeks of using the Benzac regimen, you should talk to your dermatologist about prescription treatment options.”

Safe for sensitive skin, Benzac is dermatologist tested, non-comedogenic (won’t clog pores) and free of artificial fragrances and dyes. It is not tested on animals. Benzac cartons are 100% recyclable, and the key ingredient in the regimen, East Indian Sandalwood Oil, is sustainably sourced.

About Galderma
Galderma is a global company founded in 1981 committed to

delivering innovative medical solutions to meet the dermatological needs of people throughout their lifetime while serving healthcare professionals around the world. The company has 34 wholly-owned affiliates with a worldwide network of distributors and more than 5,000 employees. Galderma’s extensive product portfolio is available in 80 countries and treats a range of dermatological conditions including: acne, rosacea, onychomycosis, psoriasis & steroid-responsive dermatoses, pigmentary disorders, skin cancer and medical solutions for skin senescence.

With approximately 19% of revenues invested each year to discover and develop new products and access innovative technologies, the company is one of the world’s leading investors in dermatology R&D. Five state-of-the-art R&D centers and five manufacturing sites are dedicated to providing a wide range of innovative medical solutions which meet the highest standards of safety and efficacy.

Strategic brands in the U.S. include Cetaphil®, Epiduo®, Oracea®, Mirvaso®, Clobex®, Differin®,

MetroGel®, Vectical®, Tri-Luma® and Plagiis®.



Evolve & L'Oréal

SUCCESSFULLY COMPLETE FIRST STAGE OF INNOVATIVE COSMETICS INGREDIENT PROJECT

Evolve Holding SA announces the successful completion of the first part of its R&D collaboration with L'Oréal. The parties have agreed to move into the next phase of the multi-year program.

Under this collaboration, which started in February 2014, Evolve and L'Oréal are applying Evolve's innovative fermentation technology to develop a yeast strain optimized for sustainable and cost-effective production of a strategically important cosmetics ingredient. With the completion of the first work package, Fabien Cabirol, L'Oréal's new Global Head of Biotechnologies Department, said "With this partnership L'Oréal aims to leverage on Evolve strong technological platform to develop innovative cosmetic ingredients with perceivable performance and measurable sustainability benefits.

L'Oréal in-house expertise combined with Evolve flexible yeast platform opens opportunities to meet the needs and aspirations of consumers".

Evolve CEO Neil Goldsmith said. "We are pleased to have demonstrated to L'Oréal our capabilities, and the strength and elegance of our platform".

About Evolve

Evolve is one of the global leaders in sustainable, fermentation-based approaches to ingredients for health, wellness and nutrition. Evolve's products include stevia, vanilla, saffron and resveratrol. As well as developing its own proprietary ingredients, Evolve also deploys its technology for partners, providing them with a competitive edge and sharing in the returns they make.

L'ORÉAL®



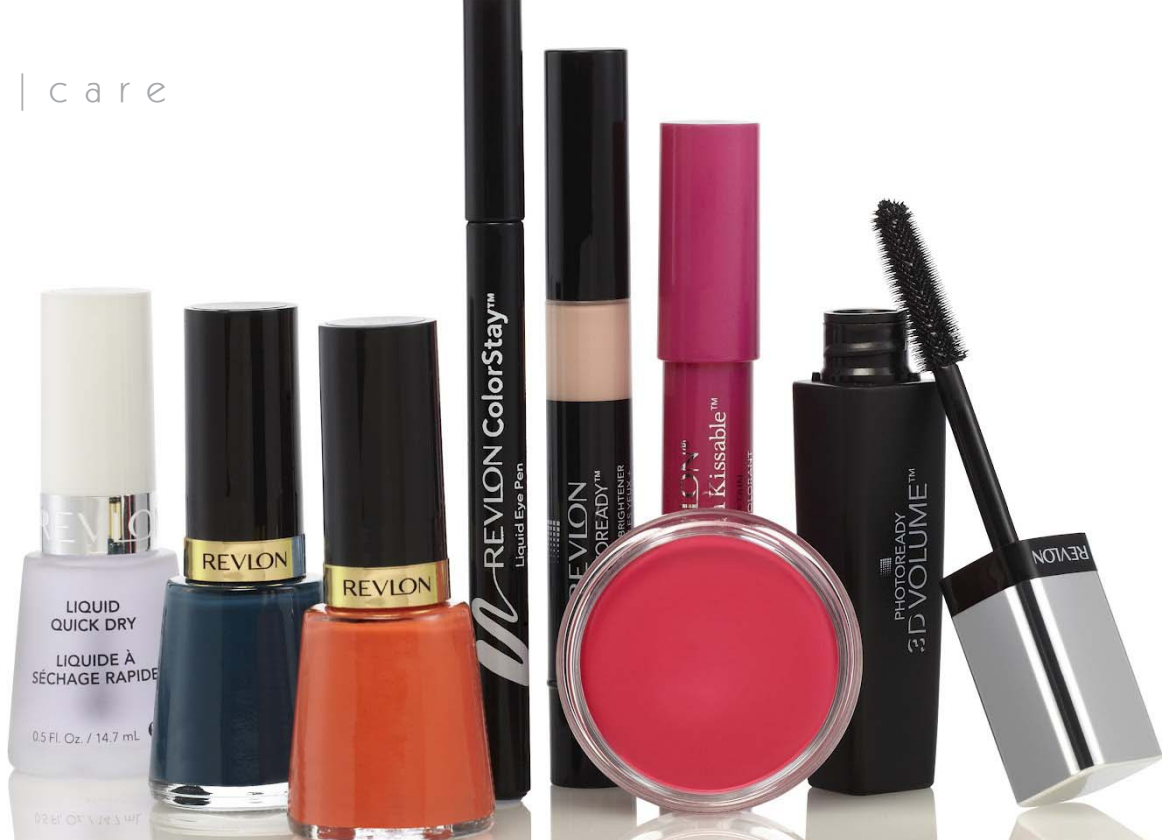
evolve

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 3,600 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.





Revlon to Reformulate its Cosmetics Products to Eliminate Toxic Chemicals

Revlon just got a makeover. Cosmetics giant Revlon has overhauled its ingredients list, vowing to eliminate some of the most toxic cosmetic chemicals from its makeup, mascaras and shampoos.

Growing consumer demand for cosmetics free of dangerous chemicals has transformed Revlon from one of the industry's laggards to a safe cosmetics leader.

"Revlon, the cosmetic industry's biggest nay-sayer finally heard the safe cosmetics message, thanks to millions of women who believe chemicals linked to cancer and birth defects in their cosmetics and personal care products is too high a price to pay for beauty," said Janet Nudelman, director of the Campaign for Safe Cosmetics and director of Program and policy for the Breast Cancer Fund. "Revlon's sweeping announcement raises the bar for the rest of the cosmetics industry and we're hoping the other cosmetics giants will follow their lead." "Women shouldn't be exposed to cancer-causing chemicals when they apply their makeup," said

Shaunna Thomas, co-founder of UltraViolet. "Young women are developing cancer in record numbers, and we are glad that Revlon finally agreed to listen to its consumers and stop making products with toxic chemicals. By taking a stand and dropping toxic chemicals from their products, Revlon is making clear what we all believe: that no one should increase their exposure to carcinogens from using makeup or other beauty products."

"Last year when the Campaign for Safe Cosmetics and UltraViolet told Revlon to eliminate toxic chemicals from its cosmetics, the company threatened to sue us for 'falsely' accusing it of manufacturing products with cancer-causing chemicals.

The company's about face is deeply satisfying and demonstrates the strength of this David and Goliath movement for safe cosmetics. According to Revlon's website, the company has stripped some of the most toxic chemicals from its product lines, including a number of carcinogens:

cocamide DEA, styrene and two formaldehyde releasing chemicals -- DMDM Hydantoin and Quaternium 15," said Nudelman. Revlon is taking an important step in the right direction by developing -- and publicly disclosing -- a comprehensive restricted chemicals list that commits the company to eliminate or never use a laundry list of the worst toxic chemicals found in cosmetics: BHA, long-chain parabens, toluene, triclosan, hydroquinone, phthalates, styrene, two formaldehyde-releasing chemicals, cocamide DEA and polytetrafluoro-ethylene

Talc used in their cosmetics must be certified to be asbestos-free. Revlon also stated they are not using microbeads, which contribute to plastic pollution in waterways and oceans and will label the presence of 26 fragrance allergens, a regulation already in place in the European Union.

However on its newly-rebranded website, Revlon defends its continued use of other chemicals that concern the Campaign for Safe Cosmetics, including sodium laureth

sulfate, which may be contaminated with carcinogenic 1,4-dioxane and ethylene oxide. Revlon will also continue to use octinoxate and oxybenzone in sunscreens, despite concerns that these chemicals disrupt normal hormone function; titanium dioxide, which is carcinogenic in its inhalable form; carbon black (classified as a possible carcinogen); polyacrylamide (which can be contaminated with acrylamide, a mammary carcinogen), petrolatum (which may be contaminated with PAHs), and fragrance without full disclosure of constituent ingredients.

Cancer-causing chemicals are frequently present in cosmetics, which led the Campaign for Safe Cosmetics to launch its "Cosmetics Without Cancer" campaign earlier this year. Even low levels of cancer chemicals can add up to real harm when they are found in multiple products she uses every day, such as shampoos and other hair products, creams, eye shadows, blushes, and nail polish. Procter & Gamble and L'Oréal have been targeted by the Campaign.

Middle East and African beauty and personal care market valued at US\$25.5 billion in 2014

BIG SPENDERS IN UAE, IRAN, AND SAUDI LEAD REGIONAL GROWTH AS BEAUTYWORLD MIDDLE EAST 2015 PAINTS GLOWING FUTURE

The Middle East and Africa is poised to be the world's second fastest growing beauty market, as Saudi Arabia, Iran, and the UAE held a 37 per cent share of the region's US\$25.5 billion of beauty and personal care retail sales in 2014, according to global market intelligence firm Euromonitor International.

The value of the MEA region's beauty and personal care market will grow 4.25 per cent annually to reach US\$30 billion in 2018 says Euromonitor, compared to a global growth average of just 2.9 per cent annually over the next four years.

The fast-growing regional market, which covers bath and shower, cosmetics, deodorants, fragrances, hair care, men's grooming, oral care and skin care, is driven by big spenders in Saudi Arabia, Iran, and the UAE, who accounted for US\$9.5 billion in sales last year.

These three countries also make up nearly 70 per cent of the trade visitors to Beautyworld Middle East, the region's largest international trade fair for beauty products, hair, fragrances, and wellbeing.

Messe Frankfurt Middle East, organiser of Beautyworld Middle East, expects the 20th edition of the three-day event to enjoy another record-breaking year when it opens its doors from 26 – 28 May 2015 at

the Dubai International Convention and Exhibition Centre.

"The Middle East and Africa continues to be a high-growth market for beauty and personal care, a trend that is expected to continue due to continued economic expansion and rising spending patterns," said Ahmed Pauwels, CEO of Messe Frankfurt Middle East.

"We are witnessing a flood of enquiries about participation at Beautyworld Middle East from international manufacturers and suppliers, and we expect the show to be at least 10 per cent larger than the previous edition.

"In addition to offering exhibitors and trade visitors unmatched networking and business development opportunities, Beautyworld Middle East also spotlights key upcoming trends such as halal and organic products," added Pauwels.

Topping beauty and personal care sales in the MEA region in 2014 were fragrances, accounting for 20 per cent (US\$5 billion) of the US\$25.5 billion total, according to Euromonitor.

This was followed by hair care items with a 17 per cent share (US\$4.4 billion) in sales, while colour cosmetics and skin care each accounted for 13 per cent of sales, at US\$3.4 billion each.

Continuing recent trends in the industry, Saudi Arabia holds the largest market share by value and growth at US\$4.5 billion (17.6 per cent market share) while the UAE is the largest in per capita spending on beauty and personal care products (US\$163).

For its part, Beautyworld Middle East has grown at a compound average growth rate of 16 per cent since 2011, mirroring the growth of the regional beauty and wellness market. In 2014, a record 28,632 trade visitors from more than 120 countries gathered to discover the latest products and services from 1,368 exhibitors from 52 countries.

Beautyworld Middle East 2015 will focus on five key areas of Cosmetics & Skincare; Hair, Nails, & Accessories; Fragrances; Machinery, Packaging & Raw Materials; and Professional Equipment & Spa.

As the preferred trade platform for the beauty and wellness industry in the wider region, Beautyworld Middle East continues to be a launch pad of choice for a myriad of exhibitors looking to gain traction in the market.

Among those debuting new products at the show will be Turkish makeup manufacturer Erkul Kozmetik under the brand name Golden Rose, which will launch its latest range of foundation, nail lacquer and

eyebrow powder.

Special highlights at Beautyworld Middle East 2015 include the Beautyworld Middle East Boutique; Hair Education by Ghd; Nail It! by OPI and Nazih Group; Fragrance Station; and the two-day Spa and Salon Summit, taking place from 27-28 May.

The strong international flavour of the three-day event will be reinforced by 29 country pavilions from Argentina, Bahrain, Brazil, China, Egypt, France, Germany, Hong Kong, Hungary, India, Ireland, Italy, Jordan, Korea, Malaysia, Morocco, Pakistan, Poland, Romania, Singapore, South Africa, Spain, Taiwan, Thailand, Tunisia, Turkey, UK, USA, and Vietnam.

www.beautyworldme.com

Beautyworld Worldwide

Organised by Messe Frankfurt, the Beautyworld brand hosts trade shows at various locations around the world.

- Beautyworld Japan Fukuoka 2 – 3 March 2015, Fukuoka, Japan
- Beautyworld Japan 18 - 20 May 2015, Tokyo, Japan
- Beautyworld Middle East 26 – 28 May 2015, Dubai, UAE
- Hair and Beauty 29 – 30 August 2015, Frankfurt, Germany

EPIQUE Launches Advanced Balancing Day Cream



Epique launches its Advanced Balancing Day cream, a non greasy formula for oily skin that not only lifts your skin but also restores it. This skin balancing solution packed with concentrated plant molecular extracts for mature skin is oil free and absorbs quickly leaving the skin feeling balanced & smooth.

Epiquelab's clinically tested, unique, light weight, skin balancing Day phyto-concentrate formula which visibly reduces excess oil, decongests and tightens pores and minimises appearance of blemishes. It rebalances skin barrier for a smoother and fresher appearance and the skin looks cleaner, refined and relaxed.

The skin Balancing Day Phyto Concentrate Complex contains concentrated plant molecular extracts of pure Andrographis Paniculata Root, Boswellia Serrata Resin and coleus Forskohlin Leaf that visibly reduce excess oil on the skin's surface, helping in decongesting pores, reducing sebum production and fighting excessive bacteria.

PRICE : 15 ml Rs 2600 and for 50 ml Rs 3500

AVAILABLE AT: Epoque, Ambience mall, Vasant Kunj, and select Good Earth outlets and also available ONLINE AT : www.myepoque.com

For further information please visit: www.myepoque.com

About Epoque:
Epoque is a skincare brand owned by Alchem International. Alchem International is a pioneer in the field of Phytoextractions with over 75 years of experience in providing high quality naturally derived active ingredients, products & services to the pharmaceutical, cosmetic and health food industries (www.alcheminternational.com). Alchem has a global presence with offices in India, Europe, Hong Kong and the United States. Alchem's key focus has been the science of discovering and using plant molecules for medicinal, cosmetic and nutraceutical purposes. Alchem's commitment to R&D coupled with industry's leading technologies and stringent internationally acknowledged quality control has helped it deliver market driven innovations, have resulted in long term collaborations with some of the world's leading brands.



Quadpack Launches its Packaging Range Focused on Body Care Products

Quadpack has launched its first range of packs focused on body products: the 'Body Care Collection'.

Applying its recognized expertise in skin care, this elegant compilation of packaging concepts offers all the sophistication and style of a high-end cosmetics range.

Quadpack Launches Body Care Collection

The Body Care Collection represents a kind of 'knowledge transfer'," explains Skin Care Category Manager David Reguill. "Luxury skin care packaging is one of our core strengths at Quadpack. Body care, on the other hand, tends to be lower masstige/mass market with a corresponding look and feel. That's why we decided to close the gap with a new premium range, pouring all our know-how into a collection that effectively brings luxury spa

treatments into the home." The Body Care Collection comprises packaging solutions for the nine most popular treatments, from body lotion to hair oil. Each pack features component parts carefully selected from the most suitable manufacturers according to functionality, compatibility and aesthetics. The finished packs have each been tested at Quadpack's central test laboratory to ensure an optimum configuration.

For the most prestigious brands, Quadpack can add components aluminum and wood, the latter from its own manufacturing facility at Technotraf Wood Packaging. The specialist decoration services at Krampak are available if high-end decoration is required.

"When you look at this collection, is clear that it offers something more than usual body care collections. It has an excellent price/performance but the main differentiator here is quality. The Body Care Collection

on a different level. It's pure luxury", concludes Reguill.

Technotraf Wood Packaging and Krampak are Quadpack Group companies.

About Quadpack Group Quadpack is an international provider of enhanced packaging solutions for beauty and skin care brand owners and contract fillers. With offices in the UK, France, Spain, Germany, Italy, Turkey, Australia and the Far East, and a strategic network of manufacturing partners, Quadpack sources and develops customized packs for prestige, masstige and mass market customers. Quadpack is a founding member of the Airless Pack Association.



Clariant's GlucoTain®: how should clean feel?

Met Clariant's Personal Care Team at in-cosmetics 2015 Hall A7 Booth 7C50, Barcelona, April 14-16, 2015. Mildest range of surfactants offering Clariant's best performance for skin and hair care products. Pleases senses naturally: individual foam structures for customized effects with light to caring conditioning levels

Clariant, a world leader in specialty chemicals, will open up the new sensory dimensions of its GlucoTain® sugar-based and sulfate-free surfactants range to the Personal Care industry at in-cosmetics 2015 (Hall A7 Booth 7C50).

Unique GlucoTain goes beyond the functional benefits of traditional mild surfactants. The glucose and natural oil-based products combine expert care with cleaning power that matches consumer needs for mildness and new sensory dimensions for skin and hair care. GlucoTain surfactants also show excellent compatibility with a wide range of ingredients, fragrances, oils and other actives.

Personal Care formulators can select from four GlucoTain products to achieve customized and appealing sensories and features for different end-applications and skin types. For example, caring facial cleansers and baby shampoos offer a moisturizing after feel with rich and creamy foam, revitalising shower products offer

easy rinse-off light and fluffy foams. All GlucoTain surfactants are readily biodegradable and free of Aquatox labeling.

"GlucoTain is set to revolutionize the way we think about mild surfactants as formulators can now minimize traditional trade-offs through cost-effective and improved sensorial formulation options. This is great news for customers looking to gain market edge across Personal Care with innovative products and platforms based on sulfate-free and EO-free formulations," comments Nicolas Lasbistes, Global Technical Marketing Manager Personal Care, Clariant.

Continuing its focus on sustainable and natural-derived products at in-cosmetics 2015, Clariant will also present its range of Plantasens® Abyssinian Oil and Plantasens Serums at its booth.

Both Plantasens and GlucoTain will feature in the series of in-cosmetics Innovation Lectures: "Plantasens Olive LD "The power of nature with a silicon touch!" on Tuesday April 14, 2015 at 17:20 in Theatre 2; "GlucoTain® surfactants – a new mild & sustainable sensory dimension" on Wednesday April 15, 2015 at 14:20 in Theatre 1.

Visit Clariant at in-cosmetics 2015, Barcelona, Hall A7 Booth 7C50 from April 14-16, 2015.



GLUTEN FREE LIP beauty products by **BODYOGRAPHY**

Bodyography is a boutique professional makeup line from the USA. Infused with skincare benefits such as fruit and plant derived vitamins and antioxidants, Bodyography is more than just your traditional makeup line. Along with top of the line formulations, Bodyography also offers Vegan, Gluten & Paraben Free products.

Of all the health facts that have been and gone, there is definitely something different about Gluten Free. Being relatively new, the public awareness for gluten free is still not vast – people may know of gluten free, but how much they know about it is probably minimal. So what is it and why should we pay attention?

Gluten is a protein that is found in all wheat products and various other inedible items (such as makeup) as it is commonly used as a filler to thicken consistencies. The problem is, the version of wheat we consume today is a product of genetic research, containing more gluten than older varieties of the same wheat that our ancestors consumed generations ago. There are a number of people these days who are reportedly gluten intolerant or gluten sensitive, and the presence of gluten in their diet, and in the products they use on their skin, can be the cause of discomfort, irritation and unpleasant reactions.

So now that we've cleared up what gluten is and why it is potentially harmful to us, we can understand why 'Gluten Free' has become so popular.

Bodyography's Gluten Free range includes:

Gluten Free Electric Lip Slides – a hybrid of lipstick, gloss and stain infused with natural butters and

Vitamin E resulting in an ultra-luscious, head turning lip colour. Long wear and extremely moisturising, you've never seen anything like it before!
MRP1275

Gluten Free Lip Gloss - moisturising, non-sticky and comfortable to wear, this gloss looks as good as it feels and stays shiny for hours! This formula also includes Vitamin A and Aloe Vera extracts that replenish and hydrate for a super-pretty pout!
MRP975

Gluten Free Lipstick - long lasting and super-pigmented this formula contains Vitamins C & E, to help protect the lips from signs of aging. Created from an Aloe Vera base, they have a creamy luscious texture that doesn't feather or bleed.
MRP975

The colour and quality of Bodyography is clear-cut, but what really makes this brand shine is the way the makeup feels on the skin – the wonderful, weightless effect of Bodyography makeup is totally incomparable. Put your skin on the gluten-free diet and see the difference it makes, it's every beauty girl's way to be health-conscious!



Happy Flower Collection



Our happy flower collection upcoming spring-/ summer 2015 is becoming bloomy-fresh! Colour combinations mirror the awakening attitude to life which one can feel with the first mild sunrays coming out. Simple, but bold colours of the nature will be discovered new. A cool shade of blue, fresh lemon-yellow, bright orange, soothing peach – nude or gaudy shades of pink and red. Are you keen for sun and fun? Show your colours and spread summer mood! Contact: Tel. +49 (0) 6051-92260, www.akzent-direct-gmbh.com

UV Lack 4all



Shape up with ancient Ayurvedic secrets from **Iraya**



The power of Ayurveda and its secret recipes for attaining holistic beauty are time-tested and passed down through the ages. Tapping into this ancient Ayurvedic wisdom, Iraya brings to you its wonderful benefits that complement the lifestyle requirements of the modern woman. The ultimate anti-cellulite line from Iraya does just that, as its unique formulation promises to fight cellulite, and define your silhouette.

The breakthrough anti cellulite range from Iraya delivers you the perfectly toned and smooth body. It contains the beneficial Ayurvedic herb Gotu Kula that has been used by Ayurvedic healers since centuries for mending connective tissue, thereby combating cellulite. With a blend of centella asiatica, myrobalans and natural herbs that have deep penetrating properties, these anti-cellulite formulations get rapidly absorbed by the skin.

The all natural Cellulite Detox Gel from Iraya breaks up fatty deposits that cause cellulite and water retention, besides eliminating toxins, excess sebum, and increasing blood flow. Iraya's Firming and

Toning Cream containing gotukola, kankushta and haritaki, is rich in antioxidants, excellent for preventing wrinkles, reducing sagging and stretch marks. The well-researched Cellulite Detox Oil and Cellulite Detox Balm guard against cellulite, adiposities and 'orange dimpled skin'.

Rejoice, for Iraya offers you the perfect remedy to get rid of that unsightly sponginess and unevenness!

Cellulite Detox Gel 200 gm Rs.795
eliminate toxins & breaks up fatty deposits & helps water retention
For all skin Types • Gotu Kola, Kankushta, Haritaki

Firming & Toning Cream 200 gm Rs.795
Increases blood flow, reduces sagging & stretch marks.
For all skin Types • Gotu Kola, Kankushta, Haritaki

Haritkyadi Taila (Cellulite Detox Oil) 100 ml Rs.795
Breaks down fatty deposits under the skin that cause unsightly sponginess and unevenness. Guards against



cellulite, adiposities and 'orange dimpled skin'.

Haritkyadi Balm (Cellulite Detox Balm) 50 gm Rs.425
Breaks down fatty deposits under the skin that cause unsightly sponginess and unevenness. Guards against cellulite, adiposities and 'orange dimpled skin'.

Available at:
www.iraya.in
Available at Oxford Bookstore, Religare, Amazon.in, Jabong.com, Mygreenkart.com, Joybynature.com, Purpille.com, and various retail locations across India.

About Iraya

The Iraya brand of beauty and wellness products was launched in 2006 by Sadatan Pure Ayurveda Pvt. Ltd. Sadatan has been manufacturing and exporting beauty and wellness products for over 20 years in highly evolved beauty markets like France, Italy, Russia and the US. Founded by Rahul Kale, Iraya is the culmination of ancient Indian knowledge and advanced international expertise- perfect synergies for the modern day consumer. At present, IRAYA has become the favorite beauty and wellness brand for leading Hotel and Spas groups in India and international markets. IRAYA Spa products are popular for administering therapies in the Spa and also for retail through exclusive and well-known Spas across the world.

For more details, log on to www.iraya.in or mail us at info@iraya.in



Yverum HYALURON anti-aging serum

A highly concentrated serum with beauty effect

- ✓ Only consists of 4 ingredients, very clean and highly effective
- ✓ An innovative complex ectoin increases the skin's own protection
- ✓ The crystal-clear serum contains two kinds of effective hyaluronic acid:
- ✓ The low-molecular hyaluronic acid actively moisturises your skin
- ✓ The high-molecular hyaluronic acid protects your skin against dehydration
- ✓ Due to the immediate smoothing effect your skin feels firm and healthy
- ✓ Free from synthetic perfumes and preservatives, colours, silicones, mineral oils, parabens and PEGs
- ✓ Our HYALURON anti-aging serum is suitable for all skin types



HYALURON anti-aging serum | Directions for use

Apply 1-2 drops of the HYALURON anti-aging serum mornings and evenings to face, neck and décolleté, and massage in gently.

Then, after 1-2 minutes, apply your facial cream, optimally our HYALURON creme 24 h.



www.yverum.com

ELEMENTIS SPECIALTIES OFFERS BENTONE®

Organoclays Containing Sustainable Palm Oil Derivatives



ELEMENTIS

A global specialty chemicals company



Elementis Specialties is now offering personal care industry customers BENTONE® organoclays that contain palm oil derivatives that have been certified in accordance with the standard of the Roundtable on Sustainable Palm Oil (RSPO).

"Elementis Specialties has discontinued the use of palm oil and palm oil derivatives that do not comply with RSPO in our organoclays. In doing so,

we are taking a definitive stance on sustainability to better support our customers in reaching their sustainability targets," said Luc van Ravenstein, Global Business Unit Director of the Personal Care Business.

Elementis Specialties is one of the leading suppliers of raw materials for the cosmetics industry and uses, among other feedstock, derivatives of palm oil.

In December 2014, the Elementis manufacturing site in Livingston, Scotland, was certified to handle palm oil derivatives via the audited Mass Balance system, whereby a specific volume of sustainable palm oil derivatives enters the supply chain and is traced throughout.

As a member company of RSPO, Elementis Specialties is working to fulfill the vision of making the use of sustainable palm oil and palm oil derivatives the norm.

Elementis Specialties seeks to protect and conserve the rich biodiversity found in tropical palm forests by using palm oil sourced from sustainable palm plantations that are responsible and responsive to the issues of soil degradation, biodiversity, local peoples and land rights.

About Elementis Specialties

Elementis Specialties provides high value functional additives to many markets including architectural and industrial coatings, personal care and oilfield drilling. These additives improve the flow characteristics and performance of its customers' products or production processes. It offers a comprehensive product portfolio that includes rheology modifiers for aqueous and solvent systems, defoamers, colorants, waxes, dispersing and wetting agents, adhesion promoters and surface active additives.



LONZA



We keep finding NEW ways to make our naturals better!

We don't have to tell you that all-natural DermaSphere® oleosomes give a whole new feeling to skin, sun and hair care products. But did you know we've discovered that they can *enhance the SPF of sunscreen formulations?* Or that they can be loaded with active ingredients that can control the release of these materials over time?

Need some more reasons for choosing DermaSphere® oleosomes? How about the growing list of consumer and formulator benefits like *self-emulsifying properties*, which reduce the need for harsh surfactants and emulsifiers. Or the ability to *cold-process* your products, which makes formulating a breeze and lowers energy and labor costs. And of course, this amazing technology can be used in a *wide range of applications*, including creams, lotions, sunscreens, eye area formulations, hair care products...and more.

Natrulon® DermaSphere® oleosomes. Another beautiful solution from Lonza that gets better every day. For more details, visit www.natrulon.com.

Natrulon®
DermaSphere®
oleosomes...
the smart choice
in naturals.

LONZA MEANS BUSINESS

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Asia: +86.20.8433.8998 • Europe: +41.61.316.81.11

www.lonza.com

Natrulon is a registered trademark of Lonza Inc. DermaSphere is a registered trademark of SemBioSys Genetics Inc.



natrulon®

from Lonza...naturally.

NIVEA to Open its First Manufacturing Plant in India at Sanand, Ahmedabad



products to be Rs 1,200 crore annually. These products, used by beauty salons and parlors and also retailed through them, include styling and colouring products meant for hair, skin and nail.

Global skin care giant Nivea has announced to set up its first ever manufacturing plant in India at Sanand near Ahmedabad, according to PTI. Apart from the manufacturing facility, Nivea India, an affiliate of Germany-based Beiersdorf AG, will also set up its R&D center at the Sanand-based factory, which will focus on innovations for Indian consumers as well as other markets, said Managing Director of Nivea India, Rakshit Hargave, during the ground-breaking ceremony of the factory.

AG, including chairman and supervisory board of Beiersdorf AG Reinhard Pollath and executive board member Stefan De Loecker.

On the question why they selected Gujarat for their first plant in India, Loecker said that the state provides favourable environment to grow.

"Gujarat provides an environment to grow. The local authorities, such as GIDC, extended great support and help to realise our dream. Besides, this state has well-established universities, which will help us in hiring skilled manpower," said Loecker.

Nivea hopes to cut their imports from other countries after the plant becomes operational.

"Nivea has been present in the Indian market since 1930s. At present, we import almost 60 per cent of our products. With this facility, our imports will be reduced. It will also help us in providing more affordable products to Indian consumers," Hargave added. The factory will also include a research &

development (R&D) center which will focus on innovations especially for Indian consumer needs and other markets, the company said in a statement later in the day.

Nivea's product range in India includes bathcare, body care, deodorants, face care, men's care and lip care.

Cosmetics firm Revlon will enter into professional products space in India by next year to take on global rivals such as L'Oreal, Schwarzkopf and Wella Professionals.

The company, which is present in India through a joint venture with the Modi group, initially plans to import new products and later may consider manufacturing them in India.

"We are in the process of launching Revlon's professional products by next year. We will compete with companies such as L'Oreal and will introduce full product range," Modi-Revlon Chairman and Chief Executive Umesh Modi. The company estimates market for professional

When asked about manufacturing plans of the professional products, Modi said initially the company would import them and later on it might consider manufacturing them in India.

Commenting on the overall sales growth, he said the company is targeting an increase of 30 per cent this year on the back of new items, such as 'Street Wear Color Rich' cosmetics targeted at young women.

"Market is sluggish and we have to bring in new customers. This kind of growth (30 per cent) is only possible if we tap areas which we did not tap earlier," Modi added.

On network expansion, he said Modi-Revlon plans to open 100 standalone Revlon stores in the next three years.

The stores will be primarily located in malls across the country providing the consumers direct and easy access.

At present, there are four standalone Revlon stores in the country.

"The GIDC (Gujarat Industrial Development Corporation) allotted us 72,000 sq.mt. of land at Sanand to set up our first manufacturing unit as well as R&D center in India. The plant will be operational by March 31, 2015 with the initial production capacity of more than 50 million units of skin and personal care products," said Hargave.

He, however, did not share the quantum of investment for the plant.

Hargave was accompanied by several top executives of Beiersdorf