

Clean beauty & Natural preservation

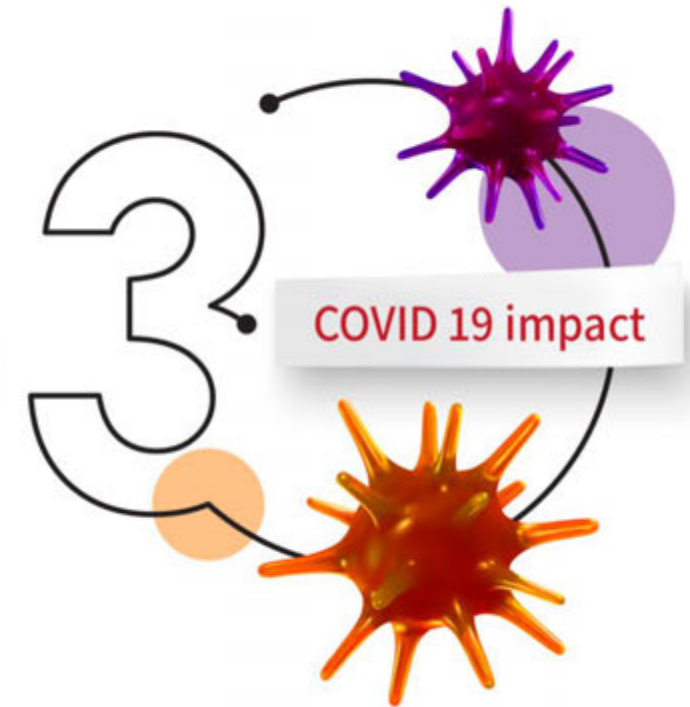
bringing science into the challenge



Speakers:

- Naama Eylon – VP Personal Care
- Lee-Or Tsviling – Global technical manager

TRENDS IN PRESERVATION



- ✓ From green to clean:
- ✓ Minimalistic approach

- ✓ Natural is not always safe
- ✓ Wholistic approach to ingredients

- ✓ Skin sensitivity
- ✓ Back to basic
- ✓ Repeated cleansing

FREE-FROM is a core value in CLEAN

Defining Clean



50% of consumer define **clean beauty** as containing nontoxic ingredients, both natural and synthetic

The dirty list

- ✓ Sulfates
- ✓ SLS / SLES
- ✓ Parabens
- ✓ Formaldehydes donors
- ✓ Triclosan
- ✓ Phthalates

Brands leading the charge

- ✓ Croda
- ✓ Sephora
- ✓ Beauty Counter
- ✓ Detox Market



Clean Beauty Claims

Consumers are willing to pay more
for Safety & Transparency



Across all female age groups

Source: AlixPartners global health and wellness study, 2018

SAFETY is a CLAIM

Health and wellbeing related claims are a major part of clean beauty, but have always been important. **Among those we can find:**



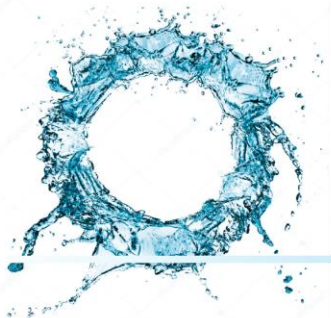
SAFE

21% of consumers interested in items that are designed specifically for sensitive skin.



NATURAL

25% of facial skincare users look for products with natural or organic ingredients



FREE FROM


22% seek products that are free from ingredients like parabens or fragrances

Source: Mintel Facial Skincare - US

We can't talk about
SAFETY
without talking about
NATURAL

consumer associate NATURAL with Safety and Health

- 🍃 GREEN ISO Standard 16128 on the rise
- 🍃 Other green criteria and standards are available: COSMOS, NATRUE etc
- 🍃 Some focus on ingredients origin, others on sustainability, RCI index and more.



Majority of consumers associate natural as “safe” and “less toxic”

59% expected a natural product to be healthy

Unpreserved product?

Yes, you (sort-of) can!

Lower contamination risk conditions

- pH of formulation is outside the range of 3 to 10
- Alcohol content $> 20\%$
- Closed packaging (aerosols , airless containers)

Less likely in natural formulations

- Water activity of a formulation < 0.75
- Very High levels of essential oils

Possible in natural formulations

Preserving natural products is tough

Raw materials

Consistency,
Harvest &
impurities

Formula

High Water
content

Complex INCI

Preservation

Compatibly
Odor &
color

Low efficacy

Definition

No regulation

To err is human

“Safer choice”
COSMOS

- Potassium Sorbate
- Sodium Benzoate



When the synthetic
component has a
natural twin

- Benzyl Alcohol
- Phenethyl Alcohol



Antioxidant

- Vitamin E



(to forgive divine)

SharoSENSE™ Plus

From nature to the lab

Natural & Natural-like
Preservation systems

**PENDING
PATENT
PENDING**

SharoSENSE™ Plus

- Broad Spectrum
- Non pH dependent
- Low level of use 0.5%-1%
- Compatible with cationic and anionic formulations
- And ...The right polarity index!

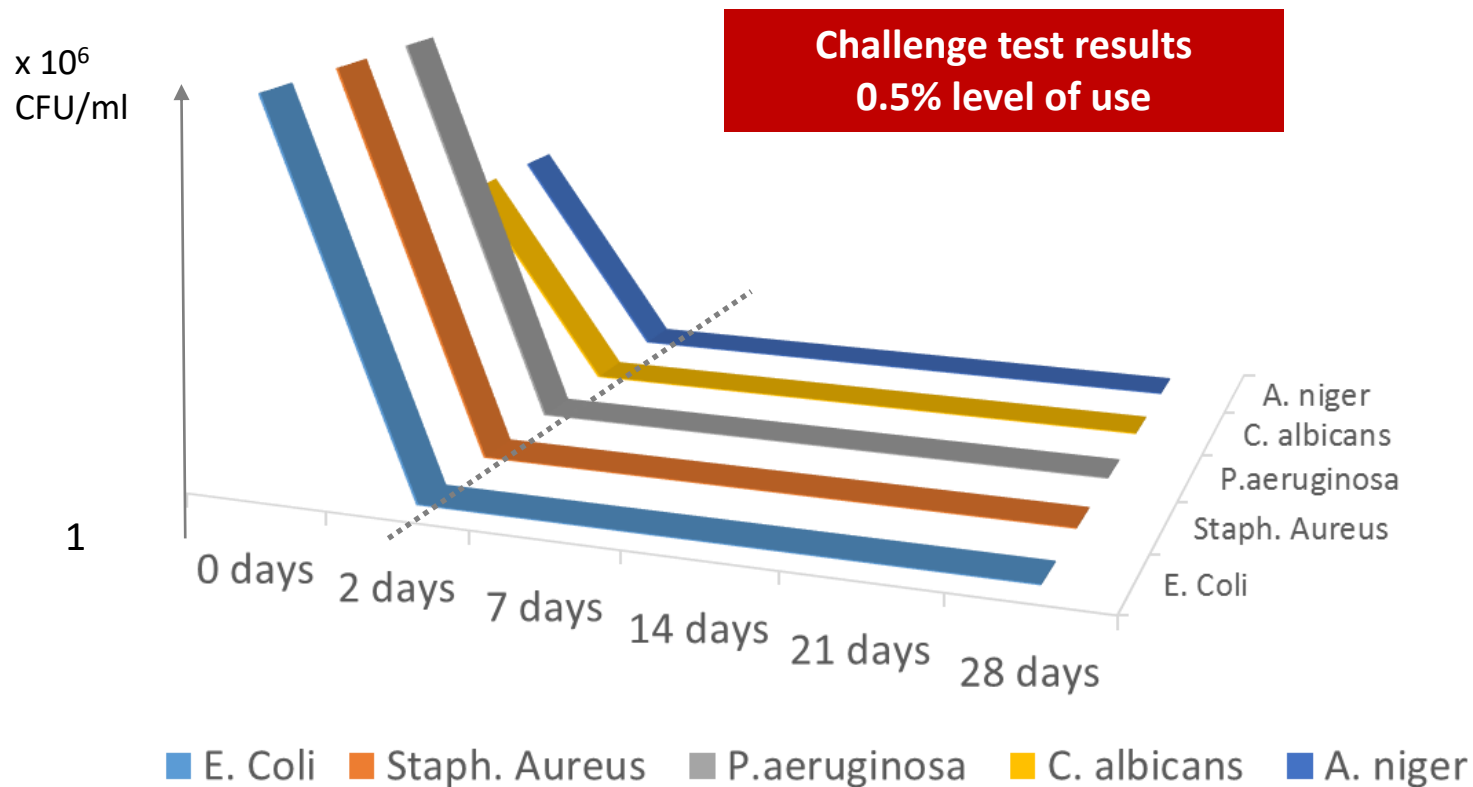
Free from

- Parabens
- CIT/MIT
- Formaldehyde donors
- Phenoxyethanol
- Listed preservatives

log P = 0.09

Hydro-solubility for enhanced performance

- The microbiological battlefield is water
- Problem: Most preservatives are hydrophobic
- Solution: Hydro-soluble preservation





Waterless Trend

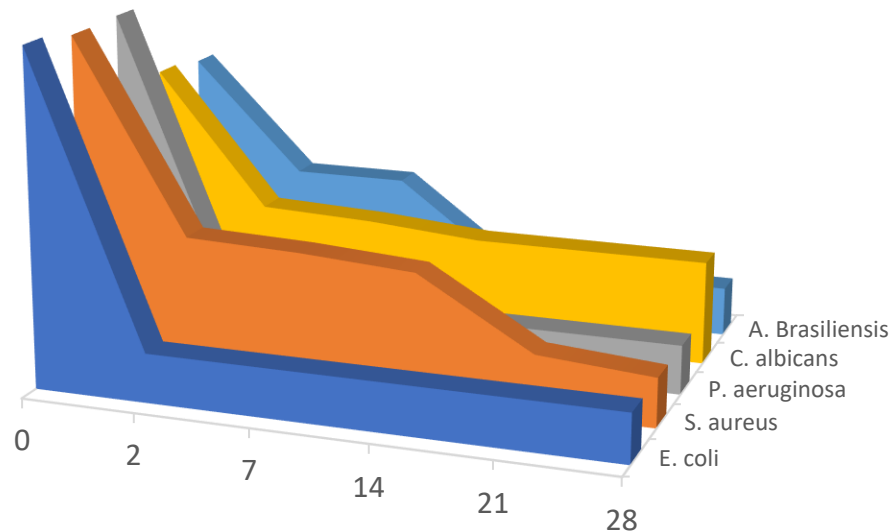
Driven by sustainability efforts by brands and consumers

25%-30% of EU young consumers show interest in waterless products:

- ✓ Facial cleansing bars
- ✓ dry shampoos, non-rinse conditioners

Dry shampoo

Challenge test results 0.5% SSP 184



Preservation is still required!

SharoSENSE™ Plus line – going all NATURAL

181-N

SharoSENSE™ Plus 181-N
Based on NATURAL MALTOL

Natural Origin Index ISO16128: 99.6%


SHARON
LABORATORIES

SharoSENSE™ Plus 181-N

Components: Natural Maltol, plant derived Polyquaternium-80

Natural status

0.996

based on
ISO 16128

99.32%

RCI (Renewable
carbon index)

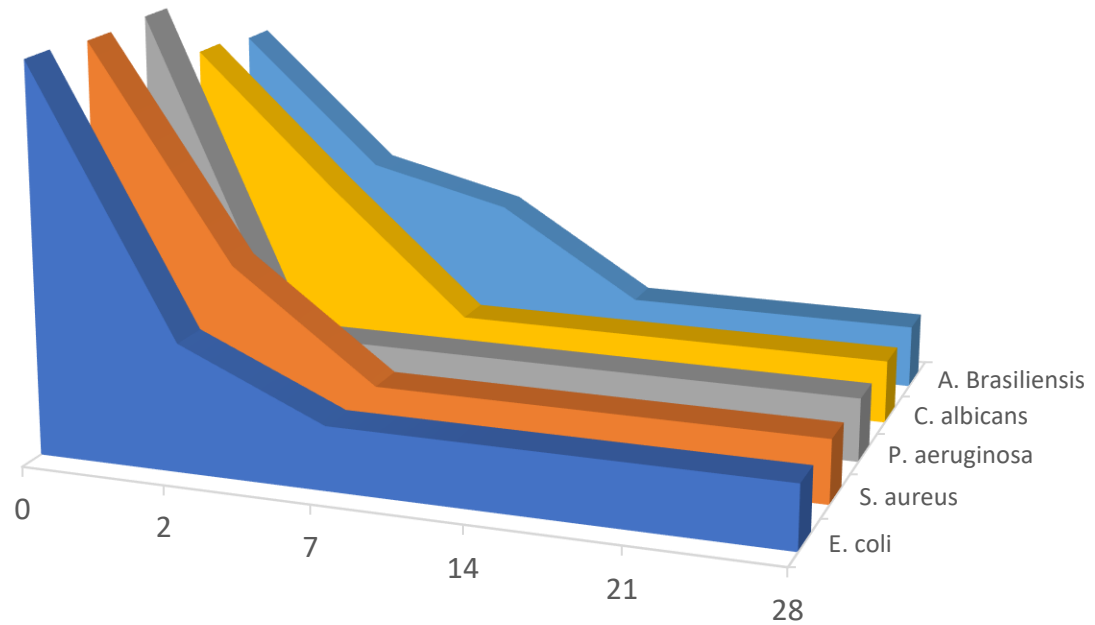


Antimicrobial Efficacy

Facial care with Hyaluronic acid

Challenge test results 0.5% SSP 181-N

Ingredient / INCI Name	w/w
Phase A	
Water, demineralized	Qs 100
Tetrasodium Glutamate Diacetate	0.10
Glycerin	4.00
Phase B	
Sodium hyaluronate 1% solution	2.00
Phase C	
Cetearyl Glucoside (and) Cetearyl Alcohol	5.00
Caprylic Capric Triglyceride	3.00
Cetearyl Alcohol (and) Ceteareth-20	4.80
Phase D	
Phase A	15.00
SharoSENSE Plus 181-N (Natural Maltol, Polyquaternium-80)	0.50
Phase E Natural Origin Index ISO16128: 99.6%	
Vitamin E	0.50





Safety First

Clinically tested & safety evaluation for:

- ✓ Sensitive Skin
- ✓ Lips
- ✓ Eye area
- ✓ Baby care
- ✓ Oral care



Caring for the Environment

The many aspects of sustainability

Before

Ingredient source,
production /
extraction method

During

Ingredient impact on
the environment due
to usage

After

Biodegradability





From food to cosmetics: Natural preservative

Citrus power

Biosecur[®] Organic Antimicrobial Preservation

Contains citrus
Polyphenols and
Bioflavonoids

Why Biosecur[®]

- Natural platform - Ability to customize to formula needs
- Skin care, Hair care, Oral care
- Stability, ease of use and low odor
- Broad spectrum efficacy – level of use <1%
- Globally approved
- No animal testing



Consumer benefit

- Natural
- Safety
- “preservative free”

Technology from Nature: Sharon™ Biomix

- Flavonoids:
Antibacterial
properties
- From Antibacterial
to Broad Spectrum:
Customized
systems



Citrus
extracts

- Choice** of carrier
- Natural Benzyl Alcohol
 - Phenethyl Alcohol
 - Other solvent / boosters

Or:

Natural-like “partners”

A laboratory setting with a glass flask containing a white flower and two test tubes on a reflective surface.

Transparency

is changing the industry

Global unexpected events,
regulations, ingredients suppliers,
brands and consumers
are all part of the change.

It is our job to deliver and validate
the claims our customers wish for

helping to create

better, safer, beauty





SHARON
LABORATORIES

For more information, please visit us at

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Thank you!