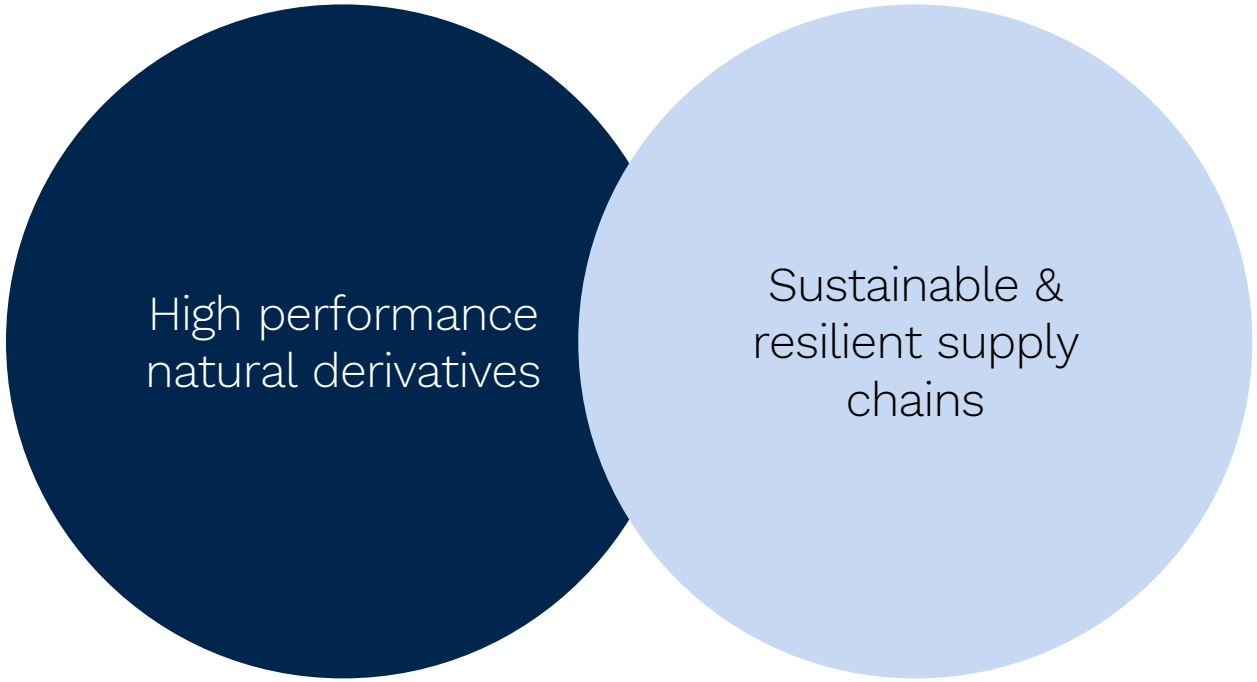
Aligning *Sustainability and Beauty Trends* with a Natural Silicone Alternative

Elena Genescà Pont, Global Commercial Product Manager
AAK Personal Care

AAK Personal Care
Making Better Happen™ in Beauty

- A world-leading producer of value-adding plant-based oils
- Pioneered the functional use of shea in cosmetics



SUSTAINABLE BEAUTY Awards 2024
GOLD WINNER
Sustainability Pioneer

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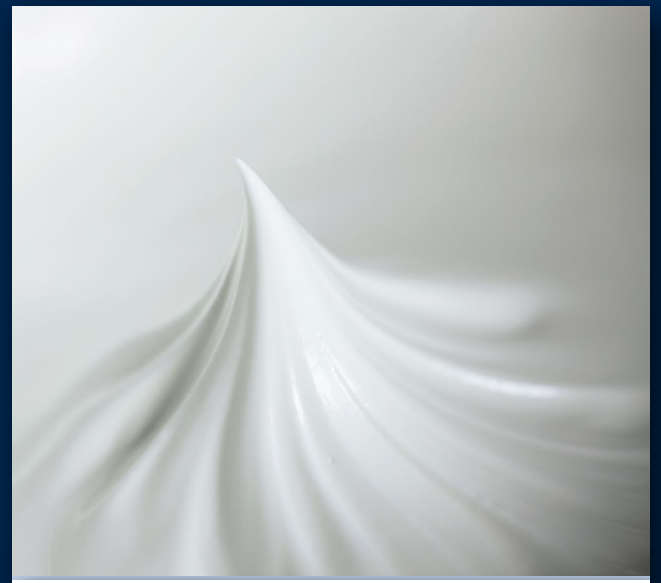
The Co-Development Company

Today we are going to cover

1) Personal Care Trends

2) Dimethicones: valued but under scrutiny



3) Balancing functional & sensory benefits with sustainability

Holistic view of sustainability

The Industry

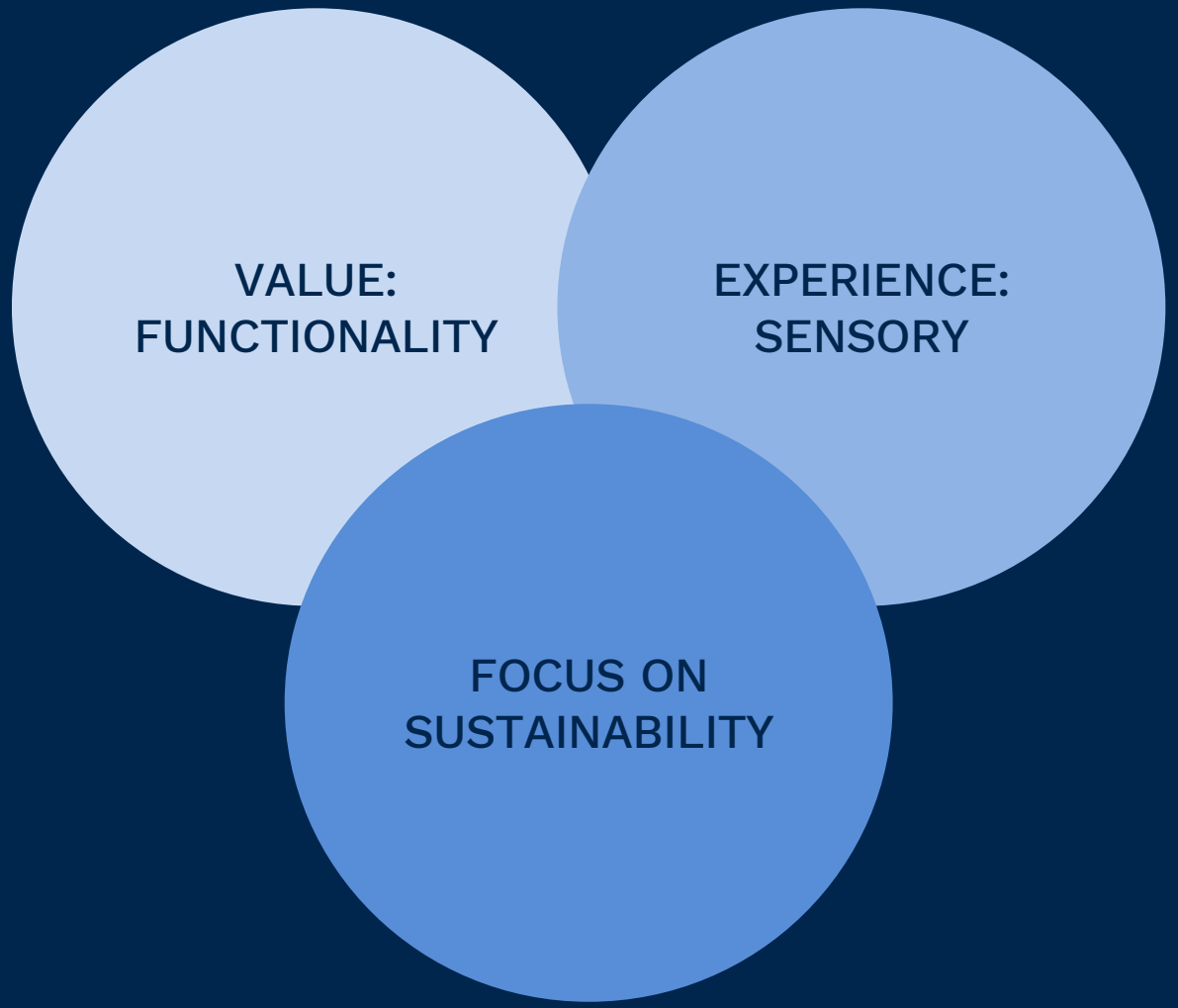
- Natural not enough
- Biodegradability & carbon footprint
- Transparency & traceability

Consumers

- Interest in ingredients
- Fear of greenwashing

Cleanical trend

Environmentally conscious & scientifically validated



Dimethicones, a valued ingredient under scrutiny

Sustainability

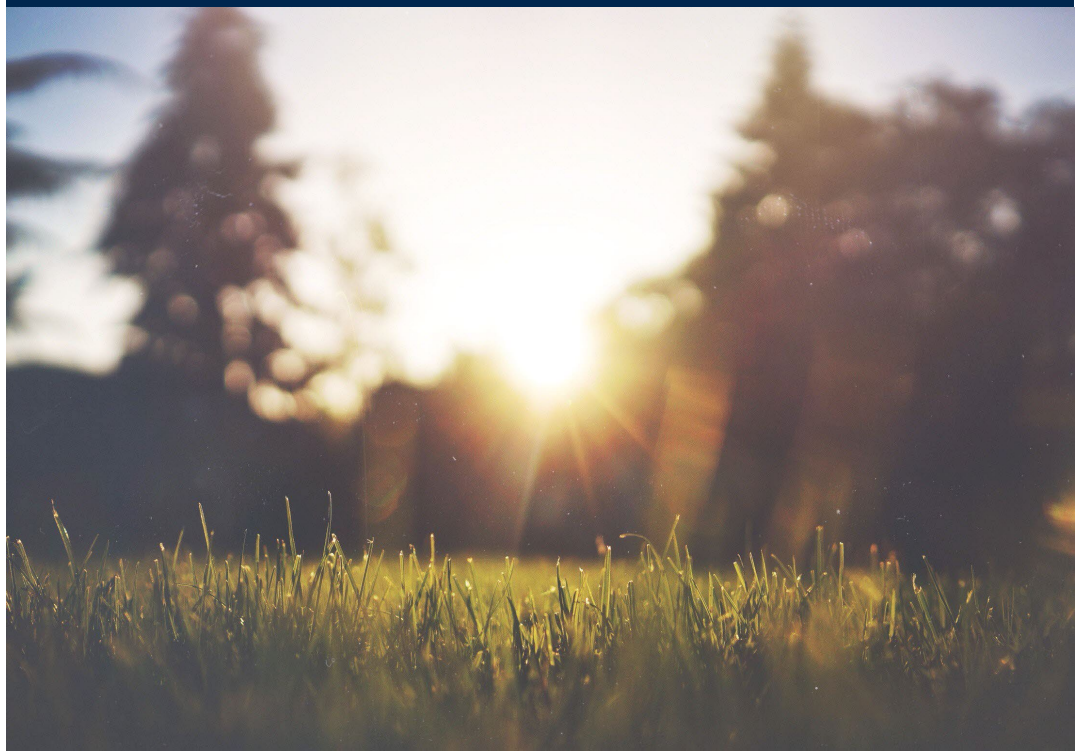
- Not biodegradable
- Energy intensive

Sensory & functionality

- Light, dry sensory
- Functionality in hair & skin

Introducing *LIPEX® SheaLuxe TR™*, a shea-based emollient ester

SUSTAINABILITY



SENSORY & FUNCTIONALITY

Shea Trees Have Positive Environmental Benefits

- Grow wild in parkland or in mixed agroforestry systems
- Manual collection is non-invasive
- No active use of fertilizers or pesticides

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Tackling the key environmental challenges of silicones

Key criticisms about silicones	LIPEX® SheaLuxe TR™
Not readily biodegradable	Readily biodegradable
Energy-intensive process & carbon from non-renewable sources	Derived from 100% natural and renewable sources Eco friendly production process

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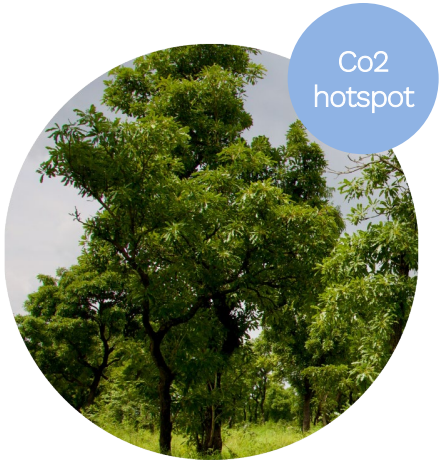
We can leverage our shea direct sourcing program to minimize the carbon footprint

Agroforestry



Local processing

Transport

Processing

And maximize the positive impact

	Risks	Mitigation
Environmental	Threat to shea parklands	Tree planting Parkland management
Socio-economical	Low income & poverty Health & Safety Access to Finance	Market access Improved cookstoves

Step into the world of ethical shea sourcing with our virtual reality experience!

Try our skin and hair care formulations

Take the sensory challenge!

Learn more about LIPEX® SheaLuxe TR

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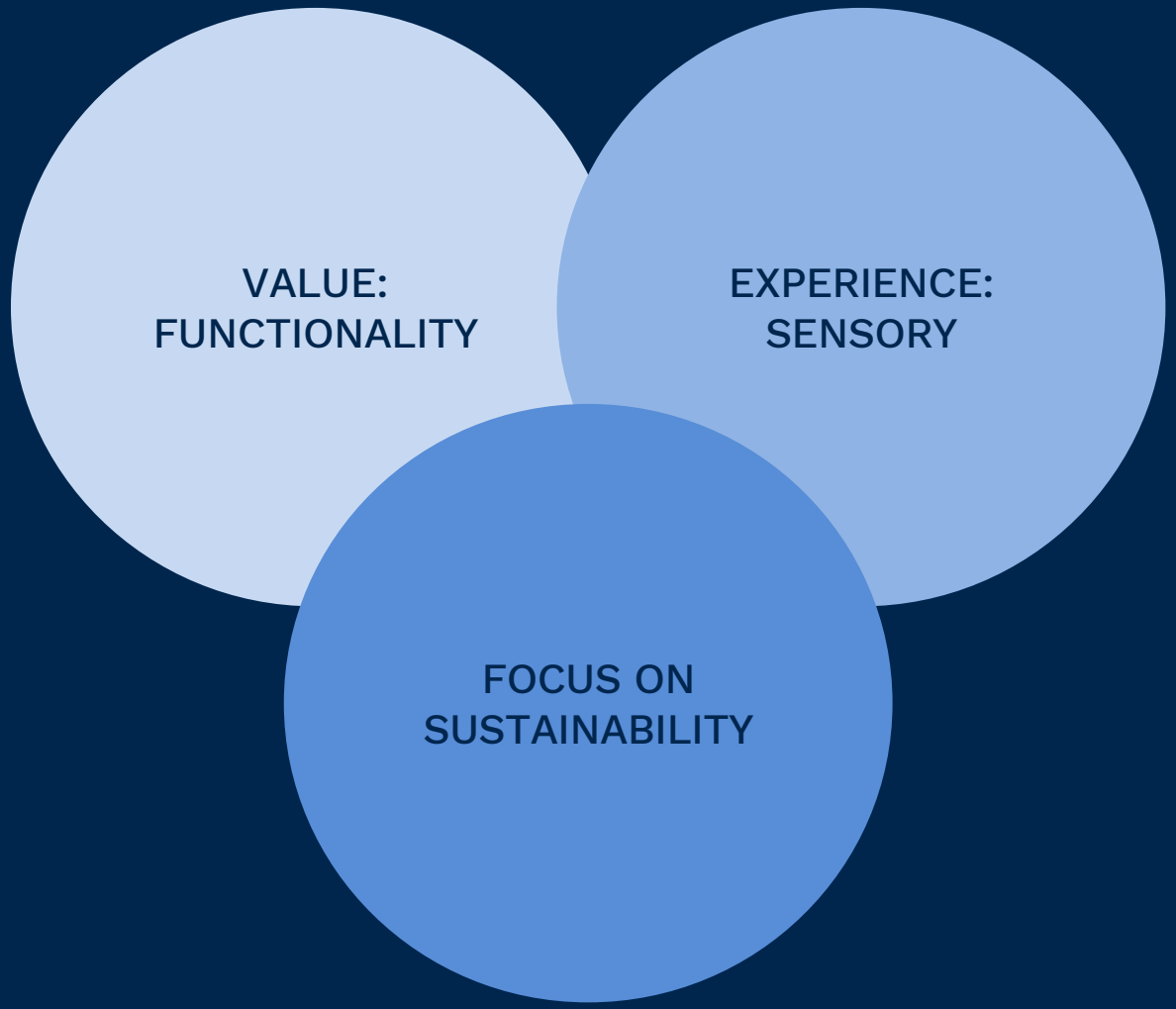

LIPEX® SheaLuxe TR™

Trophées COSME BIO Ingrédients

PURE BEAUTY AWARDS 2024 SILVER BEST NEW INGREDIENT

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