



# LIPEX<sup>®</sup> SheaLuxe TR<sup>™</sup>

a climate-compensated, fully traceable shea-derived emollient ester

AAK Personal Care

**AAK**

The Co-Development Company

# Content

- Market data & trends (3-7)
- Introducing LIPEX® SheaLuxe TR™ (8-10)
  - Sensory (11-17)
  - Sustainability (18-23)
  - Formulation flexibility (24-30)



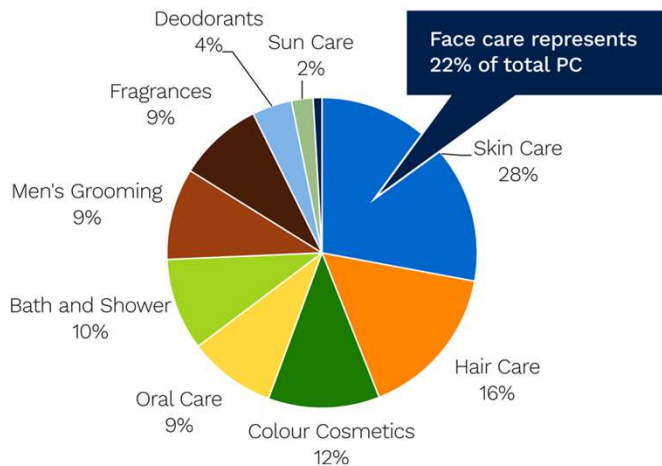
# Face care is the biggest category within personal care, and the one that is experiencing the biggest growth

Skin care represent 28%, while face care represents 22% of the personal care market

Face care has grown at almost double the category rate since 2018

Face care is forecasted to continue accelerating

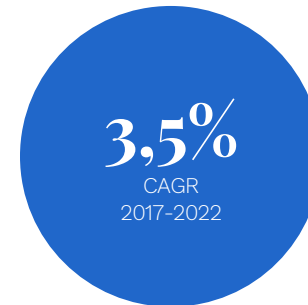
Personal care market in value (MSP) in 2022



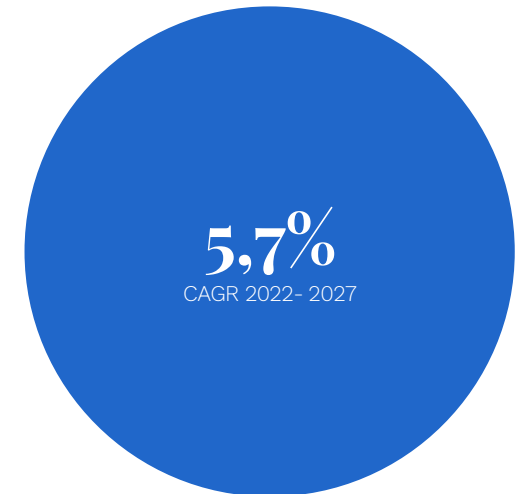
Personal care category



Face care category



Forecasted growth post pandemic



Euromonitor data, based on value (MSP)

# Growth during pre-pandemic & pandemic times has been fueled by different trends

Consumers are more health and wellness-conscious than ever before.

- Skin care continues to be viewed as a long-term investment in one's health
- Consumers are opting to spend their savings on luxury cosmetic as a form of self care

Increased awareness in topics linked to skin quality & aging

- Consumers are increasingly aware about pollution, sun protection and workplace stress
- Consumers are assuming that natural products will reverse and redress this issues

Mindfulness-oriented consumer is more likely to adhere to daily routines

- Skincare routines not only become an important ritual, but also something that drives higher retention and lifetime value for brands
- We can see that reflected in the emphasis on end-to-end experiences offered by personal care producers

Social media is helping increase skin care engagement

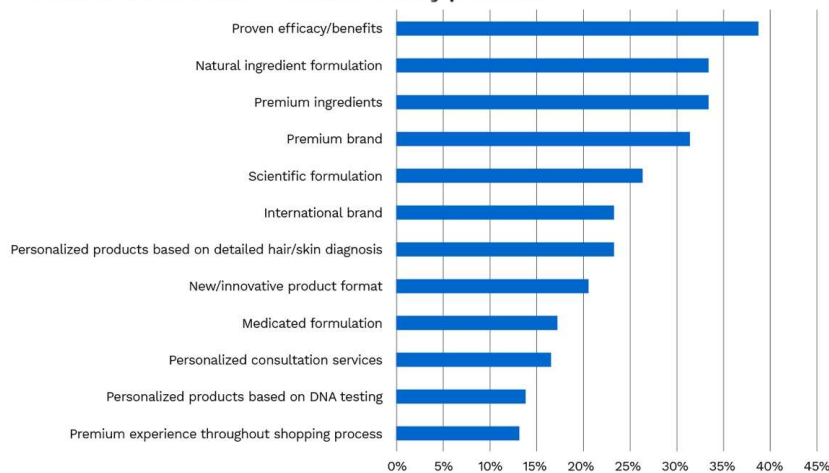
- Skincare brands enjoy 40% higher Instagram engagement rates compared to color cosmetic brands and a 44% increase in follow growth
- Consumers finally have an outlet to learn and discover products in what has always been an opaque, mysterious, non-visual category

Why Is The Skincare Market Growing At Such Breakneck Speed? – Automat  
Gartner L2. Digital IQ Index US 2019  
Euromonitor Passport, Strategies for Beauty Players to Overcome Inflation Challenges , June 2022

# Consumers expect brands to provide more honesty and proof about their products – from efficacy to supply chain

A period of financial uncertainty, increased free time during the pandemic and greater access to information has created a generation of hyper-knowledgeable consumers expecting brands to provide more honesty about their products – from efficacy to supply chain.

Traits associated with “Premium” beauty products.



Source: Euromonitor International Beauty Survey 2019

Premium beauty consumers examine labels and packaging for ingredients and benefits they associate with “premium”

- **Proven efficacy/ benefits:** As the hunger for more efficient and potent products and treatments grows, consumers will look further and deeper to find the proof that their money is being well-spent, particularly amid a cost-of-living crisis.
- **Natural ingredient formulations:** Consumers are demanding greater transparency of product origin and environmental impact – fear of green washing has made traceability / transparency key. They are becoming more conscious about ethical sourcing and environmental impact.

2023 Mintel, Global beauty and personal care trends, 2023

Euromonitor International beauty survey 2019

Global Cosmetics News: <https://www.globalcosmeticsnews.com/beauty-pie-report-shows-cost-of-living-crisis-is-driving-era-of-financially-inclusive-beauty/>





## From GREEN to CLEAN to CONSCIOUS

Responsible citizen behavior is accelerating the green transition, and sustainability commitments appear to be crisis-resistant.

### CONSUMER DRIVEN

- Millennials and Gen Z drive demand for sustainable beauty
- (Eco)money talks: shopper behavior is impacted by on pack sustainability claims
- Environmental, health and safety concerns drive need for transparency (block chain enabled)

### CORPORATE CSR + BRAND PROMISE DRIVEN

Risk mitigation: products/ formulations must go green (focus areas and targets publicly communicated by multinationals)

- EUROPE: European Green Deal driving focus on carbon footprint across the supply chain. Certifications and verifications needed.
- US: Being a good citizen focus. Ethical sourcing and social impact. CO2 reduction has been focused on packaging.
- ASIA: Regional multinationals motivated to meet the market demand in Europe and the US

**DEFORESTATION REGULATION** put pressure on companies to provide transparency on their supply chains. (palm, soy, ...)

63%  
of US beauty users  
want to learn more  
about the type of  
ingredients used in  
beauty & personal  
care products

82%  
of Spanish consumer  
find themselves  
wanting to learn more  
about brands, social  
matters, etc than they  
used to

74%  
of Chinese  
consumers pay  
more for beauty &  
personal care  
products with eco  
claims

55%  
of US beauty users are  
very concerned with  
the environmental  
impact of the  
brands/products that  
they use

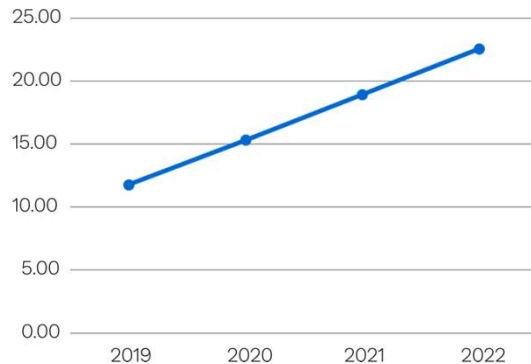
Sources: April 2022 Euromonitor, Mintel, Kline and 2021 China strategy research

Even with the consumer and corporate interest in transparency and environmental impact, the green transition is far from over

Serums have been a focus NPD area within facial care for the last years

Development of % of serum launches within facial care launches

% Serum launches from all facial care launches

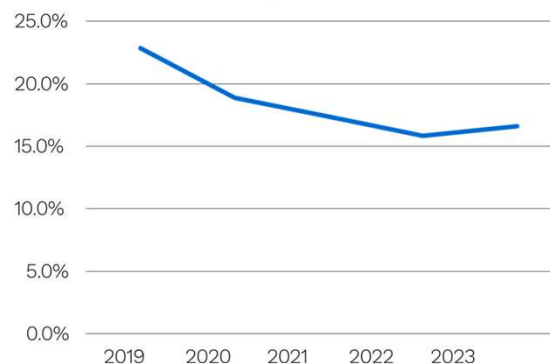


The number of serum launches, as a % of all face care launches, has doubled in the period 2019 to 2022

Although there is a high focus on serums in NPD, the penetration of ingredients like dimethicone is still significant

Development of % of serum launches containing dimethicone

% serum launches containing dimethicones



It is also estimated that the overall consumption of dimethicone in skin care is not decreasing.

Silicones often play an important role in achieving the desired sensorials of serum and light face care products

- Silicones play very different functions in skin care products.
- Its sensory benefits are known and appreciated by consumers
- In serums, and light face care products, silicones deliver a light, dry, non-greasy sensory
- Touch is a key parameter when it comes to consumer acceptability of a product.

## Introducing LIPEX® SheaLuxe TR™

- LIPEX® SheaLuxe TR™ is a climate-compensated emollient ester, derived from a segregated shea supply chain, traceable to our AAK direct sourcing program. It is derived from 100% natural and renewable sources.
- It has been expertly processed to be colorless, low viscosity, high spreadability and a light, dry, non-greasy sensory during and after application
- Because of the above, it is an excellent choice when looking for a natural, ethically sourced light emollient, and a natural alternative to non-volatile silicones in skin care. It is particularly suitable for light face care formulations and serums.

INCI: Ethyl oleate, Ethyl stearate  
Viscosity: 7 mPa·s @20°C  
Refractive index: 1,452



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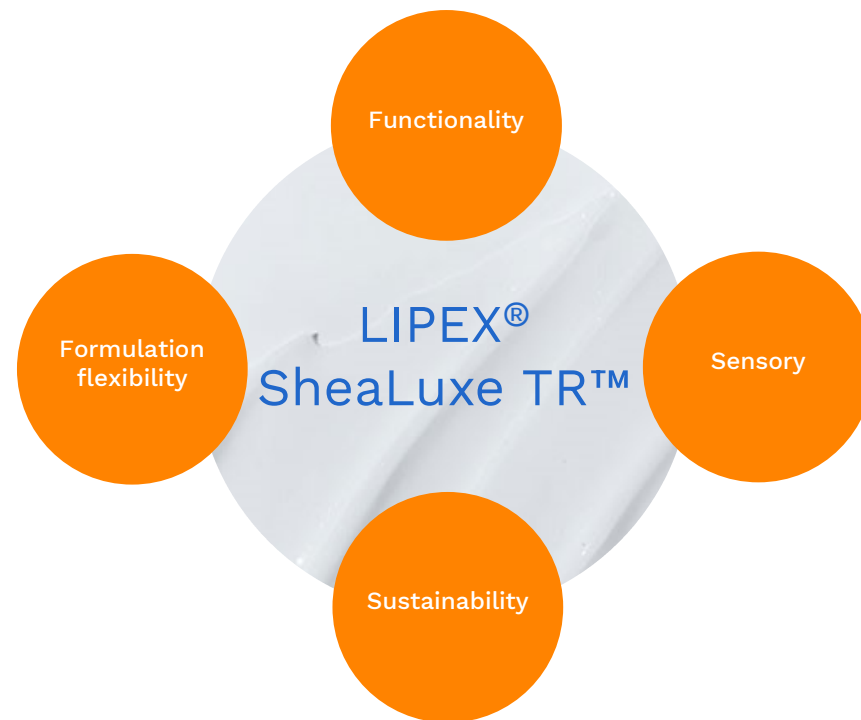
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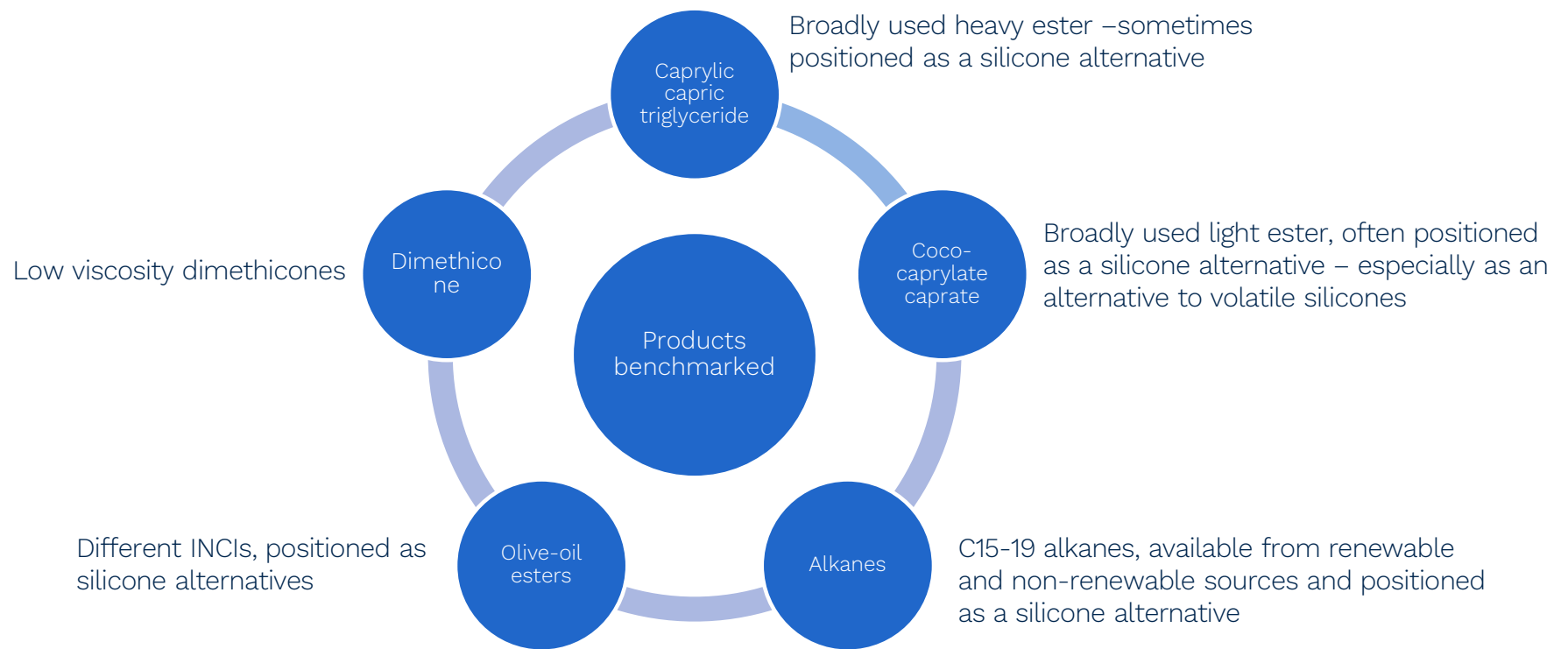


# LIPEX® SheaLuxe TR™ enables formulators to appeal to the rational and emotional side of consumers

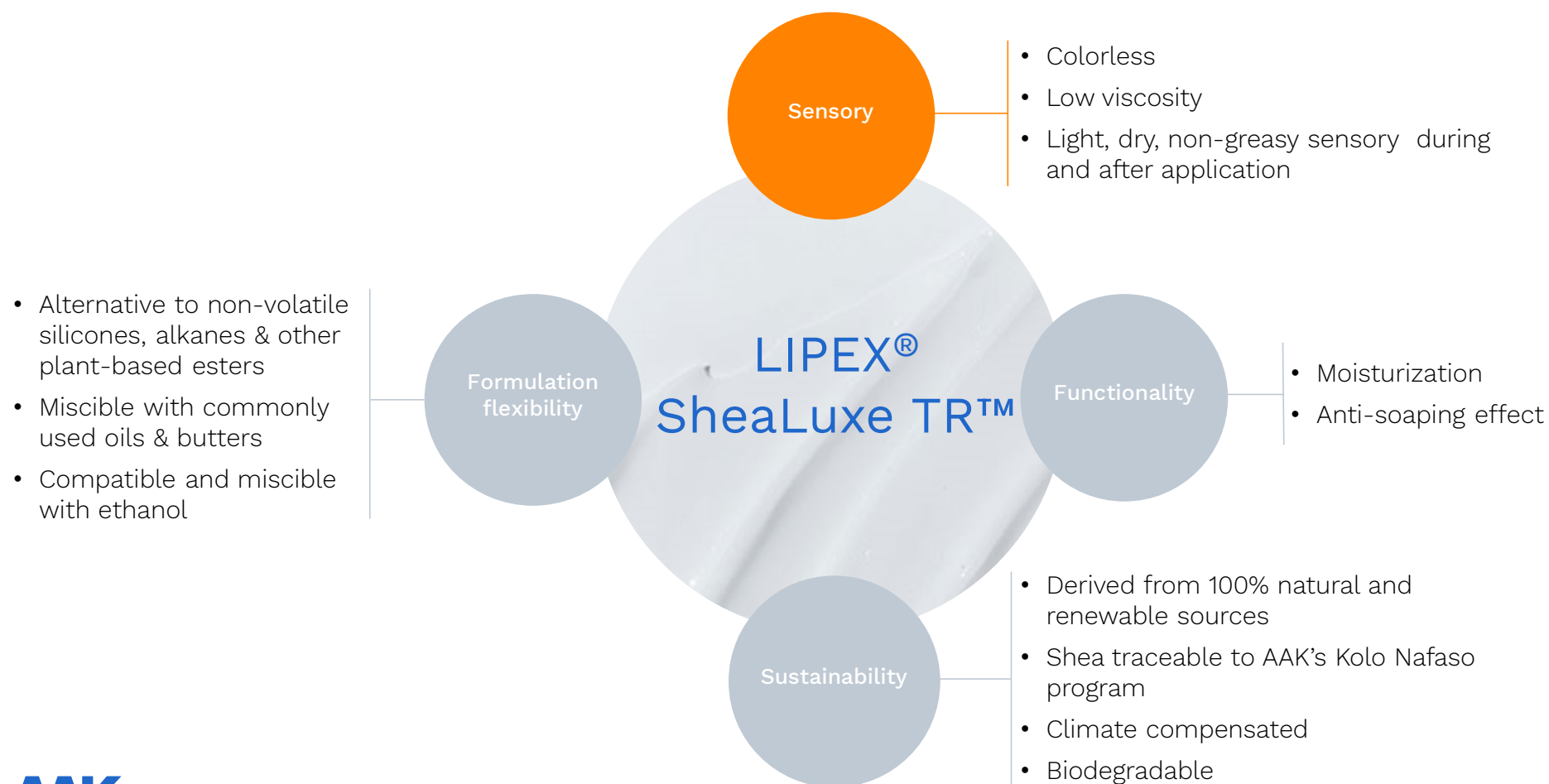
LIPEX® SheaLuxe TR™ enables the production of formulations that demand a light, silky-soft texture and non-greasy after-feel while fulfilling the consumer desire for transparency and traceability.



The following ingredients have been identified as the most commonly used ingredients positioned as light emollients or silicone alternatives



## The benefits of LIPEX® SheaLuxe TR™

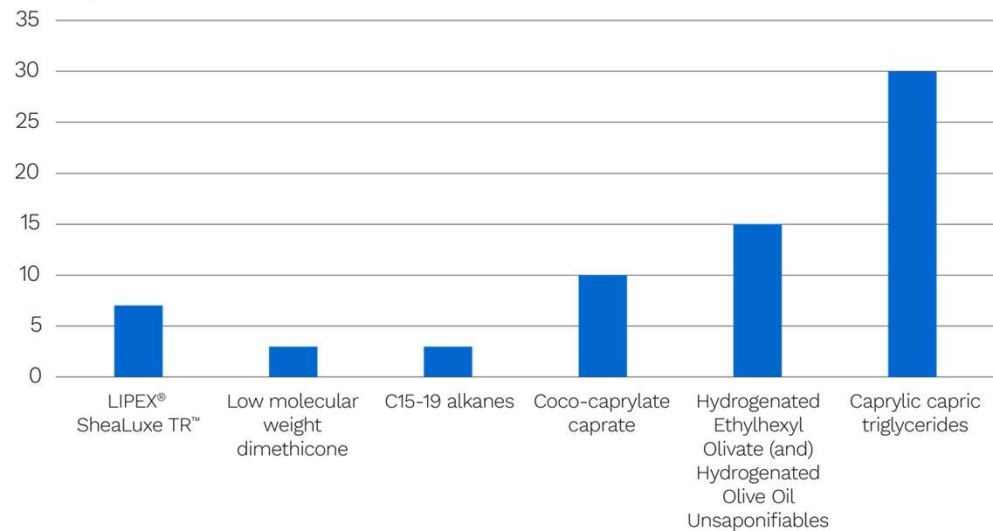




## LIPEX® SheaLuxe TR™ has been processed to have a low viscosity

The viscosity of LIPEX® SheaLuxe TR™ is at a similar level to coco-caprylate caprate, low molecular weight dimethicone or alkanes.

Viscosity at 20°C (mPa.s)



The low viscosity makes it easy to spread and gives it a light feel during application.



## Sensory study back up information

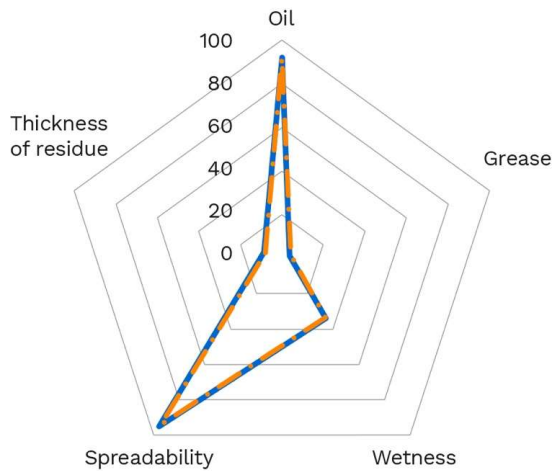
- A description of the sensory study performed is available at the end of the presentation. It includes:
  - Details of how the study is performed
  - Benchmarks included
  - Description of what each parameter means



# LIPEX® SheaLuxe TR™ has a very similar sensory profile in application and after-feel to a low viscosity dimethicone

## Initial rub

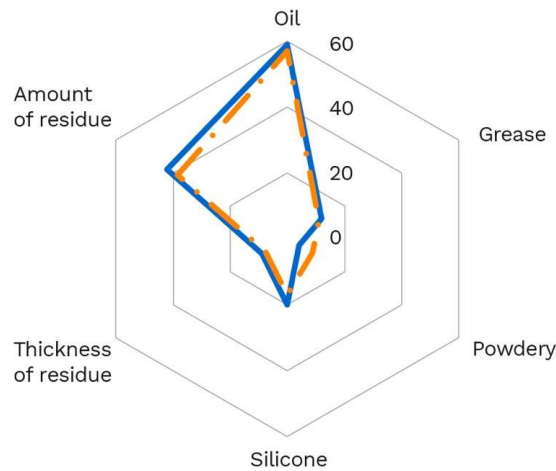
Light, oil-like, dry, non greasy,  
high spreadable



— LIPEX® SheaLuxe TR™ — Dimethicone 3mPa\*s

## In immediate after-feel

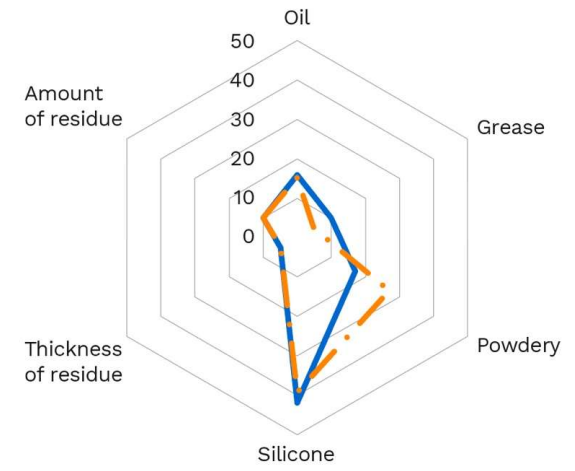
Leave a light, oil-like, non greasy feel  
with some silky character



— LIPEX® SheaLuxe TR™ — Dimethicone 3mPa\*s

## In after-feel after 20 min

Leave a light, non greasy, silky residue



— LIPEX® SheaLuxe TR™ — Dimethicone 3mPa\*s

Emollients are evaluated by the Sensory Spectrum Skinfeel Descriptive Panel for sensory attributes. 10 panelists, trained in Spectrum Skinfeel Descriptive Analysis method and oriented to the study protocol. Randomized Complete Block Design.

## The only significant differences seen are in LIPEX® SheaLuxe TR™ having a lower product spread and less powdery after-feel

When doing a deep dive into the significant differences between LIPEX® SheaLuxe TR™ and dimethicone 3 mPa·s as pure emollients, the following is seen:

	Initial rub	In immediate afterfeel	In afterfeel after 20 min
No significant differences	<ul style="list-style-type: none"><li>– Spreadability</li><li>– Numbers of rubs to absorbency</li><li>– Thickness of residue</li><li>– How the material feels (oil, grease or wet)</li></ul>	<ul style="list-style-type: none"><li>– Gloss</li><li>– Stickiness</li><li>– Thickness of residue</li><li>– Slipperiness</li><li>– Residue type (Oily, Waxy, Greasy, Silicone)</li></ul>	<ul style="list-style-type: none"><li>– Gloss</li><li>– Stickiness</li><li>– Thickness of residue</li><li>– Slipperiness</li><li>– Residue type (Oily, Waxy, Silicone).</li><li>– Amount of residue</li></ul>
Significant differences	<ul style="list-style-type: none"><li>– LIPEX® SheaLuxe TR™ has a lower product spread</li></ul>	<ul style="list-style-type: none"><li>– LIPEX® SheaLuxe TR™ leaves a bit more residue, which is slightly less powdery</li></ul>	<ul style="list-style-type: none"><li>– LIPEX® SheaLuxe TR™ leaves a less powdery and a slight greasier after-feel</li></ul>

## LIPEX® SheaLuxe TR™ feels overall the lightest of all the silicone alternatives tested

	Initial rub	In immediate afterfeel	In afterfeel after 20 min
C15-19 alkane and LIPEX® SheaLuxe TR™ are perceived as almost identical			C15-19 alkane leaves a higher amount of residue
LIPEX® SheaLuxe TR™ is consistently lighter, (less thick residue), less glossy, and leaves less residue than caprylic capric triglyceride	Caprylic capric triglyceride leaves a thicker residue	Caprylic capric triglyceride leaves more residue, which is glossier, thicker and feels more greasy and less powdery	Caprylic capric triglyceride leaves more residue, which is glossier and thicker
LIPEX® SheaLuxe TR™ shows a higher spreadability and feels lighter than an olive oil ester	The olive oil ester has lower spreadability	The olive oil ester leaves more residue, which is thicker	The olive oil leaves a thicker residue

## LIPEX® SheaLuxe TR™ is a best-in-class natural & ethical alternative to non-volatile silicones

- LIPEX® SheaLuxe TR™ has a very similar sensory profile to low viscosity dimethicones, and commonly used plant-based esters and alkanes.
- It is a best-in-class natural & ethically sourced alternative to non-volatile silicones, especially for those applications that require
  - High spreadability
  - Lightness (no thick residue)
  - Low amount of residue
  - No greasy residue
- Therefore, it is specially indicated for light face care formulations and serums.

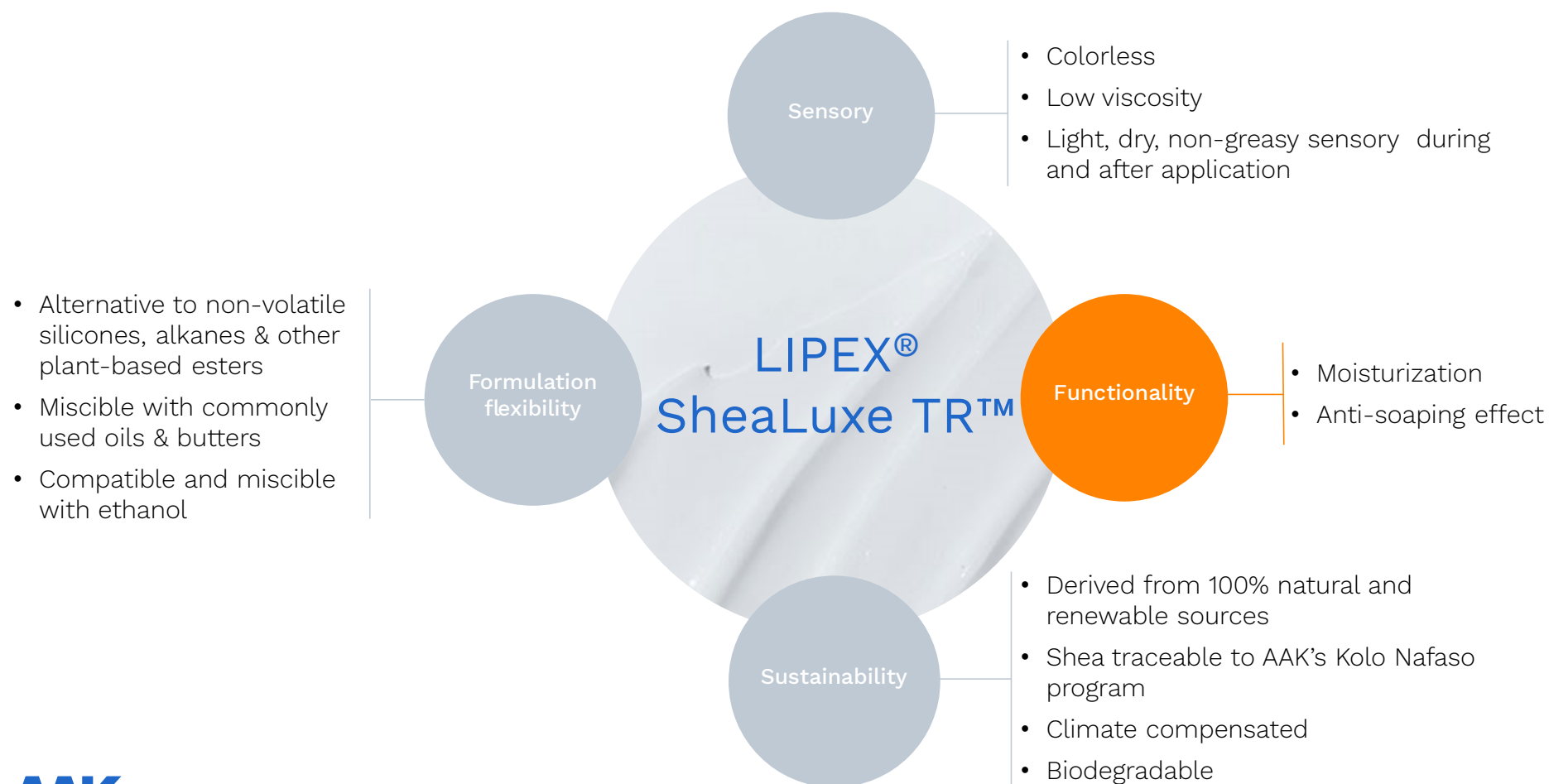


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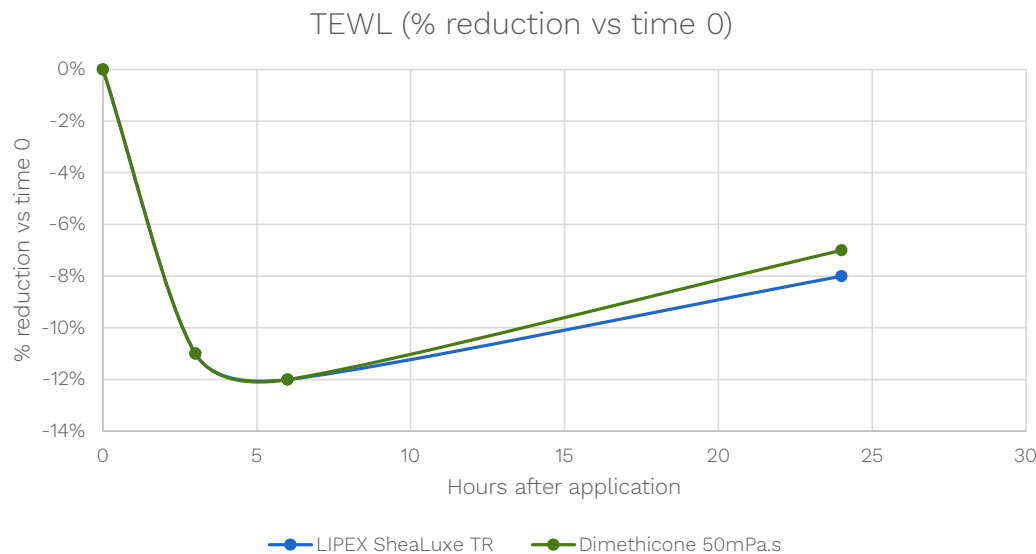
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## The benefits of LIPEX® SheaLuxe TR™





## LIPEX® SheaLuxe TR and dimethicone show a similar short and long-term effect in reducing TEWL






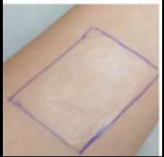

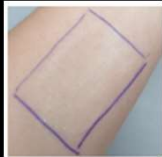
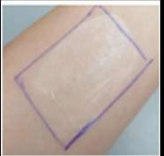

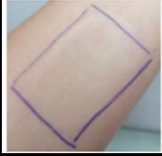


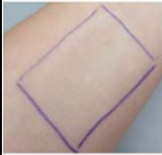
- Lipex© SheaLuxe TR™ and dimethicone are equal in their ability to reduce the TEWL 3,6 and 24 hours after application.
- It can be concluded that Lipex SheaLuxe TR and dimethicone have
  - Moderate short-term effect on the skin barrier
  - A slight residual effect after 24 hours, indicating a long-lasting effect.

Emulsions with 20% emollients were prepared according to a standard recipe that has been used previously in moisturization studies with dimethicone 50 cSt or Lipex® SheaLuxe TR™. The emulsions were evaluated for their barrier enhancing properties using TEWL measurements. All tests were made by ITA-Test, Warsaw, Poland, in September-October 2023.

A test panel of 13 persons aged 25-43 were used in the test to provide a total of 20 testpoints for each emulsion.

Background value of TEWL was measured before the application and 4 mg/cm<sup>2</sup> of the emulsion was applied. TEWL measurements were made at 3, 6 and 24 hours after the application, using a TEWAMETER 625 (Courage & Khazaka GmbH).

## LIPEX® SheaLuxe TR demonstrated a moderate antisoaping effect

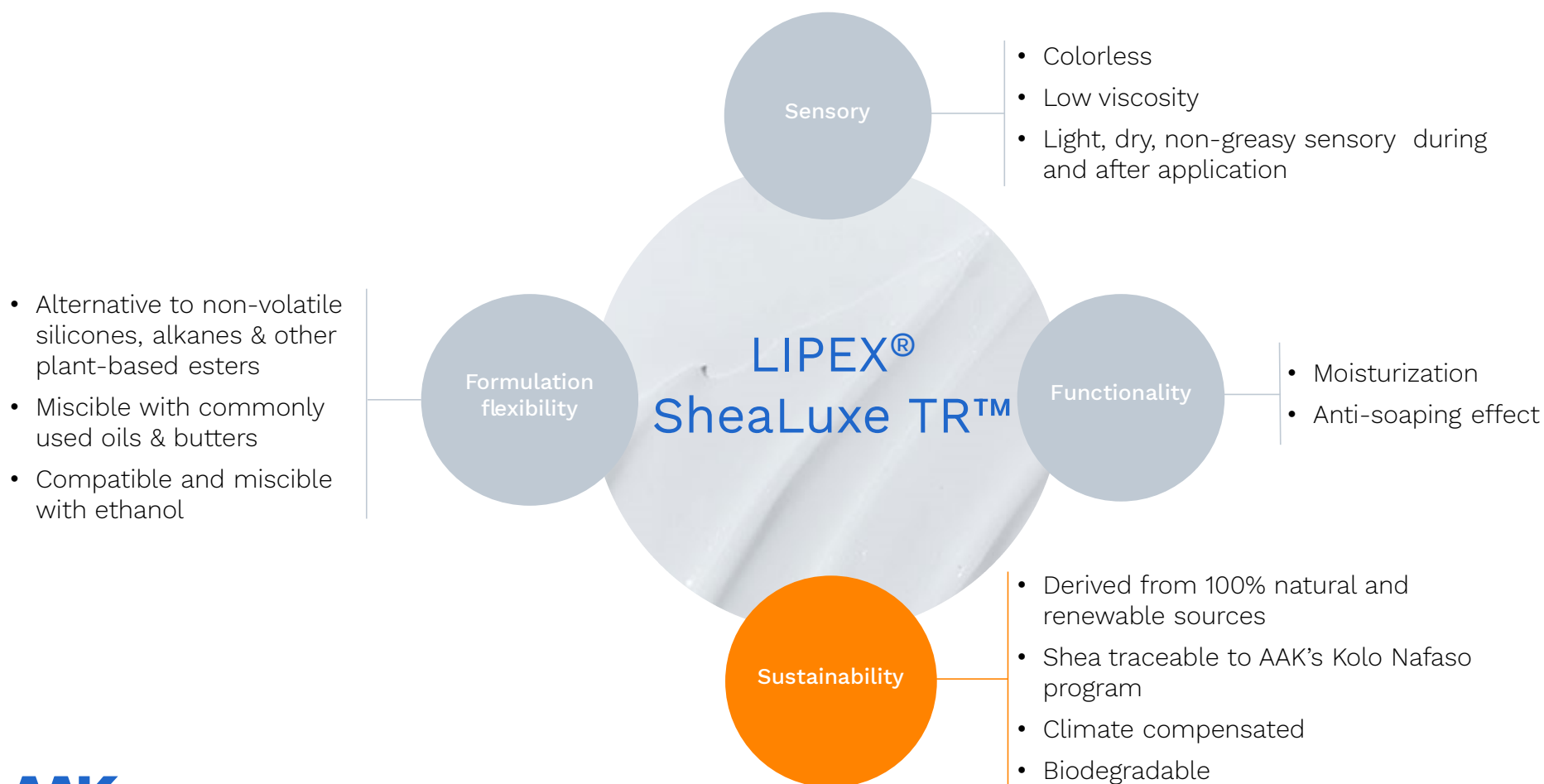
Increased antisoaping effect →			
	Negative control (*)	LIPEX® SheaLuxe TR™	Dimethicone 5mPa.s
2 rubs			
5 rubs			
10 rubs			
20 rubs			

0,045g of emulsion were applied in a surface of 5cm\*3cm on the forearm and rubbed 2, 5, 10 and 20 times. A picture was taken at the different moments in time and evaluated for soaping

- The negative control shows significant soaping on skin.
- Dimethicone, as expected, has a very significant antisoaping effect.
- LIPEX® SheaLuxe TR has a visible antisoaping effect, even if inferior to dimethicone.

(\*) Ammond oil is used as a negative control  
Emollients are used at 10% in the emulsion

## The benefits of LIPEX® SheaLuxe TR™



## LIPEX® SheaLuxe TR™ is an excellent choice when looking for a natural & ethically sourced emollient ester

- Derived from 100% natural and renewable sources
  - Produced using only shea kernels from a segregated supply chain, fully traceable to the AAK Kolo Nafaso direct sourcing program in West Africa.
  - Esterified with ethanol from vegetable sources and low risk supply chain.
  - Renewable Carbon Index (RCI) = 100%
- Climate compensated
- ISO derived natural = 1
- Readily Biodegradable<sup>1</sup>
- Available certifications : Cosmos Natural, Natrue, China compliant

<sup>1</sup>. Biodegradability OECD 301F



## With LIPEX® SheaLuxe TR™, AAK will go one step further in reducing the climate impact of light emollients

One of the main criticisms towards silicones is how energy intensive they are

- The key feedstocks for the manufacture of dimethicone are Si metal and methyl chloride (CH<sub>3</sub>Cl),
- The Si is produced from Quartz sand, which is mixed with coke (carbon) and then heated to extremely high temperatures (up to 2200°C)
- The carbon used comes often from non-renewable sources.

Natural esters and alkanes can be produced using eco-friendly processes

- Alkanes and plant-based esters can be derived from 100% natural and renewable raw material, instead of other fossil-based ingredients as reactants.
- The production process is carried out at milder temperatures and lower pressure
- The catalysts being used are non-toxic to the environment.

With LIPEX® SheaLuxe TR™ AAK will go one step further by making it Climate compensated

- LIPEX® SheaLuxe TR™ is produced using an eco-friendly process (natural and renewable resources, milder processes, non-toxic catalysts)
- Its emissions will be offset with carbon credits linked to a cook stove initiative adjacent to the shea supply chain, making the product Climate compensated



A woman wearing a blue patterned dress and a headscarf is cooking in a large, dark, cylindrical metal pot over an open fire. She is using a long wooden stick to stir the contents of the pot. The pot is placed on a raised platform made of stones and logs. In the background, there is a traditional mud-brick house with a thatched roof. The scene is set in a rural, arid environment.

*AAK has partnered  
with the FairClimateFund  
to credibly and fairly  
reduce emissions in the  
shea supply base*

## The project in Burkina Faso Birds Bees and Business

### Focus:

- Protecting and re-establishing the shea tree parklands to secure future income for the shea collecting women

### Method:

- Conversion to energy-efficient cook stoves with less need for firewood
- Cook stoves are built from readily available materials. Method learned through training
- Applied to stoves used for daily cooking





## Burkina Faso Birds Bees and Business

### Result:

- Carbon emission reduction vs three rocket stoves is measured, and the use is monitored
- Carbon credits are issued based on the reductions – Gold Standard and Fairtrade
- The ownership of the technology (the improved cook stoves) generating the carbon credits is retained in the communities
  - Access to funds, the Fairtrade premium goes to communities
  - The communities decide how to use the funds for further climate-adaption measures.

# LIPEX® SheaLuxe TR™ is traceable to our AAK Kolo Nafaso direct sourcing program – the largest of its kind in West Africa

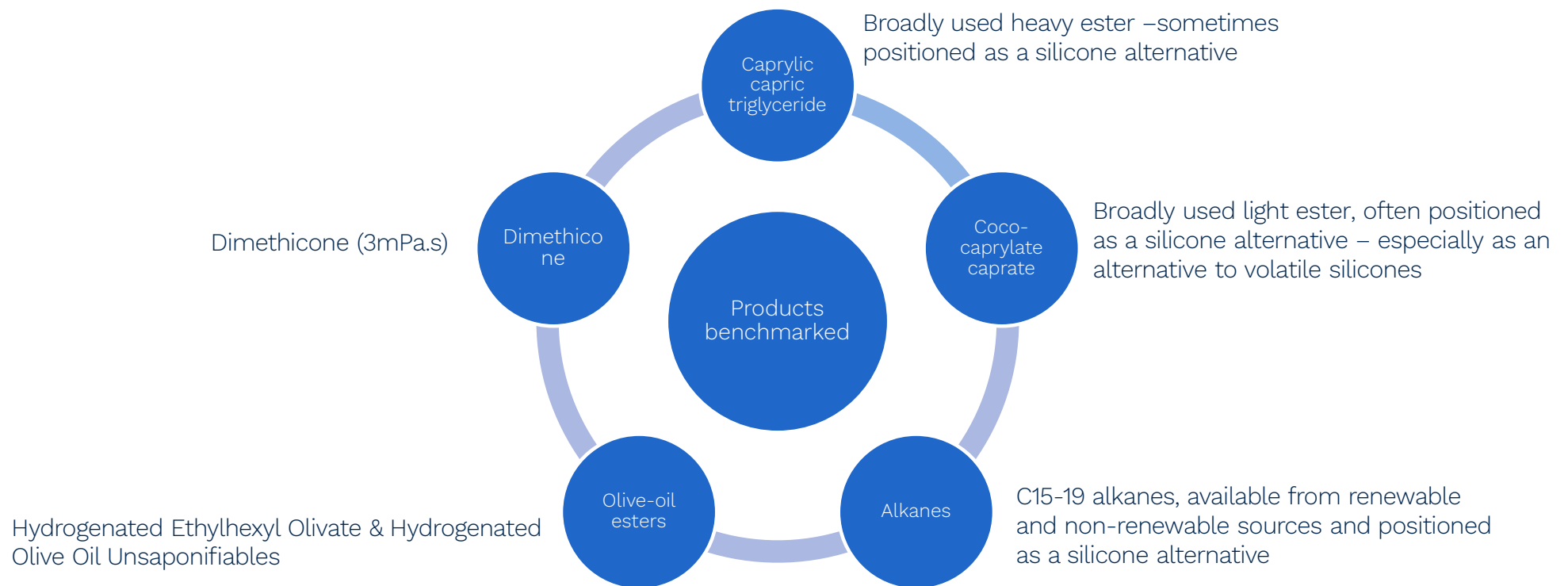
– It contributes to 9 of the SDGs: 1, 2, 5, 6, 7, 8, 9, 12, 17



## The benefits of LIPEX® SheaLuxe TR™



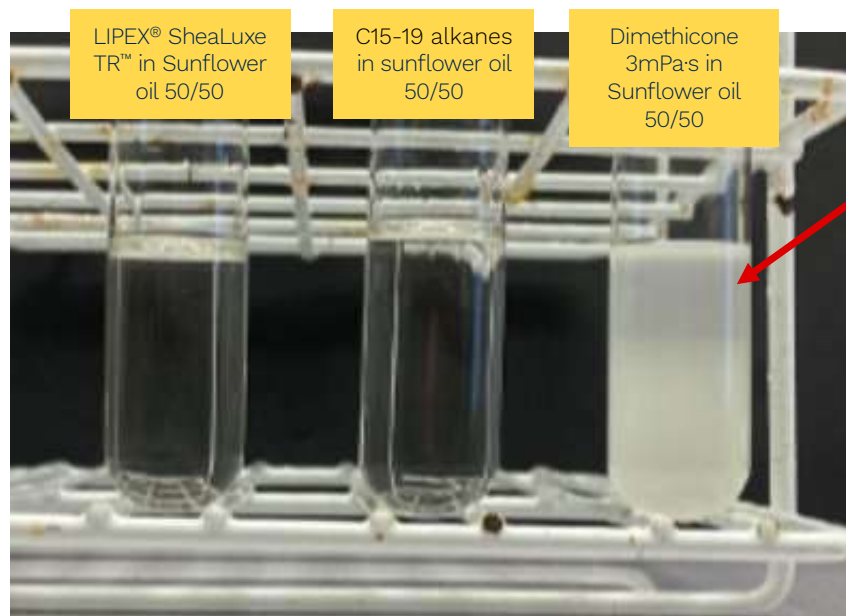
Due to its properties and sensorial, LIPEX® SheaLuxe TR™ shows to be a best in class alternative to the ingredients below



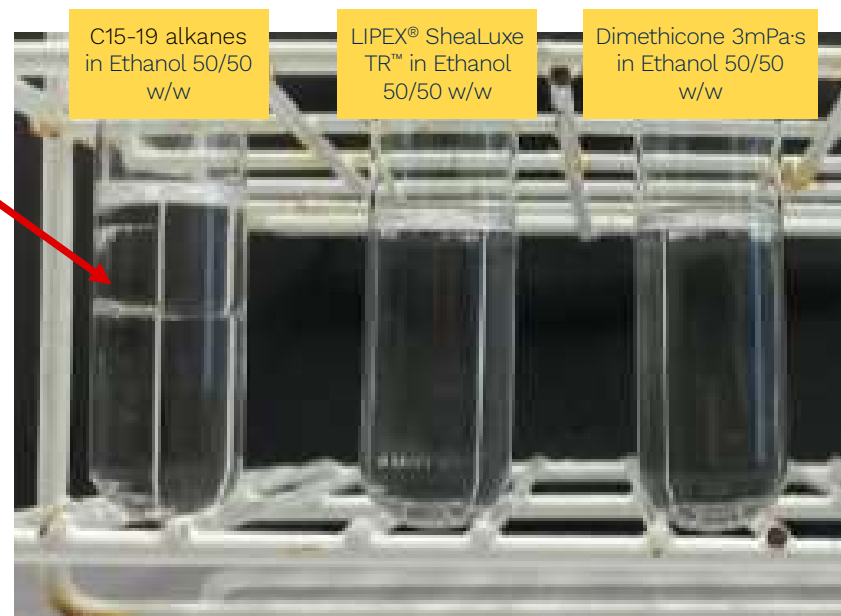


## LIPEX® SheaLuxe TR™ gives formulators flexibility when formulating

Due to its similar nature, LIPEX® SheaLuxe TR™ is miscible with commonly used plant-based oils and butters



LIPEX® SheaLuxe TR™ is compatible and miscible with ethanol



Two  
phases

## Future Perfect Eye Gel Cream

The delicate area around the eyes is often the first to show fine lines and signs of fatigue, so it needs extra tender loving care. This targeted gel cream

- Is a **water-in-oil formulation** with an amazingly **light skin feel**
- Uses **traceable, climate-compensated shea** ingredients to nourish, replenish, and protect dry, dehydrated skin.
- Enhanced with a **concentrate of phytosterol esters** derived from eco-friendly canola, it will **calm and soothe** even the most sensitive skin.

**Directions for use:** squeeze a pea-sized amount on your ring finger and dot the cream in a semi-circle under both eyes, from the inner corner to the brow bone. Gently pat in until the cream is fully absorbed. Use morning and evening.

**Natural Origin Content: 99,2%**



The Co-Development Company



# Future Perfect Eye Gel Cream

Product	Manufacturer	INCI Name	w/w %
Phase A			
Euxyl PE 9010	Ashland	Phenoxyethanol, Ethylhexylglycerin	0.80
Glycerin		Glycerin	4.00
Ronacare Magnasium Sulfate	Merck	Magnesium Sulfate	0.80
Water		Aqua	83.90
Phase B			
Cithrol PGTL	Croda	Tri(Polyglyceryl-3/Lauryl) Hydrogenated Trilinoleate	1.00
LIPEX® Collect™	AAK Sweden	Phytosteryl Canola Glycerides	1.00
LIPEX® SheaLiquid TR™	AAK Sweden	Butyrospermum Parkii (Shea) Butter	1.50
LIPEX® SheaLuxe TR™	AAK Sweden	Ethyl Oleate, Ethyl Stearate	6.00
LIPEX® SheaSoft TR™	AAK Sweden	Butyrospermum parkii (Shea) butter	1.00

- **LIPEX® Collect:** Our highly stable concentrate of phytosterol esters is derived from canola oil and is particularly suitable for sensitive skin formulations. It reduces the release of inflammatory mediators and helps soothe and calm the skin.
- **LIPEX® SheaLiquid TR:** Our climate-compensated, fully traceable, low-spreading liquid butter is rich in unsaponifiable and linoleic acid content and delivers high stability and moisturizing benefits.
- **LIPEX® SheaLuxe TR:** Our climate-compensated, fully traceable shea-derived emollient ester delivers a silicone-like light texture and non-greasy after-feel, improving the formulation's overall sensory appeal and helping to accelerate absorption into the skin.
- **LIPEX® SheaSoft TR:** Our compensated, fully traceable semi-solid shea butter has a creamy texture, slow-melting profile, rapid crystallization, and proven moisturizing benefits. Here it strengthens the protective lipid barrier and gives a soft, creamy texture.

# Natural-E Nourishing Oil Serum

Based on shea, canola, and gold of pleasure extracts

- this **fast-absorbing, silky-light** serum
- harnesses the power of **plant-based tocopherols**, a natural source of Vitamin E, and **omega fatty acids**
- to **protect, replenish, and nourish** even the most sensitive skin.
- **Vegan-friendly, biodegradable**, and simply delightful.

**Directions for use:** place a few drops in the palm of your hand and gently pat onto clean skin with your fingertips.

**AAK**



# Natural-E Nourishing Oil Serum

Product	Manufacturer	INCI Name	w/w %
Phase A			
LIPEX® Bassol C™	AAK Sweden	Canola Oil	14.00
LIPEX® Collect™	AAK Sweden	Phytosteryl Canola Glycerides	1.00
LIPEX® Omega 3/6™	AAK Sweden	Vegetable Oil, Camelina Sativa Seed Oil	5.00
LIPEX® PreAct™	AAK Sweden	Canola Oil	5.00
LIPEX® SheaLuxe TR™	AAK Sweden	Ethyl Oleate, Ethyl Stearate	75.00

- **LIPEX® Bassol C:** This clear oil is derived from renewable canola and offers high oxidative stability. It has an odorless, colorless appearance and excellent safety profile. Here it adds oxidative stability to the formulation
- **LIPEX® Collect:** Our highly stable concentrate of phytosterol esters is derived from canola oil and is particularly suitable for sensitive skin formulations. It reduces the release of inflammatory mediators and helps soothe and calm the skin.
- **LIPEX® Omega 3/6:** Lipex Omega 3/6 provides a stable delivery system with an optimized combination of omega-3 and omega-6 fatty acids (1:3) and helps restore skin health. The highly stable vegetable oil environment protects sensitive omega fatty acids against oxidation. In turn, this improves the stability and shelf-life of the final formulation and safeguards the skin functionality of the polyunsaturated fatty acids.
- **LIPEX® PreAct:** Our canola-based bioactive emollient is rich in antioxidant tocopherols and anti-inflammatory phytosterols, delivering protective, skin-soothing benefits.
- **LIPEX® SheaLuxe TR:** Our climate-compensated, fully traceable shea-derived emollient ester delivers a silicone-like light texture and non-greasy after-feel, improving the formulation's overall sensory appeal and helping to accelerate absorption into the skin.

# Matte Velvet Make-up Primer

Perfect for oily or combination skin types,

- this **ultra-light** complexion-perfector reduces shine and minimizes the appearance of pores,
- creating a **smooth, flawless, and long-lasting** base for makeup.
- **Silicone-free and biodegradable**, it's kind to the skin and the planet.

**Directions for use:** Use after cleansing and moisturizing to create the perfect canvas for makeup, such as concealers and foundations. Pump once onto the back of the hand and then use your fingertips to apply the primer from the center of the face outwards, using gentle, sweeping motions.



The Co-De



# Matte Velvet Make-up Primer

Product	Manufacturer	INCI Name	w/w %
Phase A			
NaOH 20% in water		Sodium Hydroxide	0.01
Water		Aqua	10.00
Phase B			
Algica		Silica (Algae)	0.10
Phase C			
Glycerin		Glycerin	1.50
Water		Aqua	69.89
Phase D			
Amihope SB-102	Ajinomoto OmniChem	Zea Mays (Corn) Starch, Laurosyl Lysine, Mycrocristalline Cellulose	1.00
Instathix	Alchemy Ingredients	Xanthan Gum, Sodium Stearoyl Lactylate, Tapioca Starch, Algin	3.50
LIPEX® SheaLuxe TR	AAK Sweden	Ethyl Oleate, Ethyl Stearate	10.00
Phase E			
SEBOCEA	Biosil Technologies	Aqua, Fucus Spiralis Extract, Tetraselmis Chui Extract	1.00
Nipaguard SCE	Clariant	Sorbitan Caprylate, Propanediol, Benzoic Acid	1.00
Rea& Cucumber 119118/10		Tea & Cucumber 119118/10	0.50

- **LIPEX® SheaLuxe TR:** This climate-compensated, fully traceable shea-derived emollient ester is an excellent alternative to non-volatile silicones for this type of formulation, delivering similar sensory benefits in terms of spreadability, ultra-light texture, and non-greasy skin feel.



# Skin therapy face serum

This oil-in-water formulation:

- is **one pot cold-processed** at room temperature,
- using a **climate-compensated**, shea-based ester to deliver the **light, silicone-like skin feel**.
- **Natural** sources of **tocopherols, phytosterols**, and **omega fatty acids** protect and strengthen the skin barrier and boost skin health.
- Apply the serum twice daily after cleansing and before moisturizing. **Silky-soft and fast absorbing**, you only need a minimal amount for maximum benefits.
- **Directions for use:** place a few drops on the back of the hand, dot over the face, and using fingertips, spread evenly over the skin, working from the center outwards.

Naturality index: >99,8%



The Co-Deve



## Skin therapy face serum

Product	Manufacturer	INCI Name	w/w %
Phase A			
Solagum AX	SEPPIC	Acacia Senegal Gum and Xanthan Gum	0.80
Water		Aqua	76.20
Zemea Propanediol		Propanediol	4.00
Phase B			
Cithrol GMIS 40	Croda P	Glyceryl Isostearate	0.50
Euxyl K 712	Ashland	Sodium Benzoate (and) Potassium Sorbate (and) Aqua	1.50
FluidFeel easy	SEPPIC	Lauryl Glucoside (and) Myristyl Glucoside (and) Polyglyceryl -6-Laurate	3.00
Phase C			
LIPEX® Omega 3/6™	AAK Sweden	Olus Oil (and) Camelina Sativa Oil	1.50
LIPEX® PreAct™	AAK Sweden	Canola Oil	0.50
LIPEX® SheaLuxe TR™	AAK Sweden	Ethyl Oleate, Ethyl Stearate	12.00

- **LIPEX® Omega 3/6:** Lipex Omega 3/6 provides a stable delivery system with an optimized combination of omega-3 and omega-6 fatty acids (1:3) and helps restore skin health. The highly stable vegetable oil environment protects sensitive omega fatty acids against oxidation. In turn, this improves the stability and shelf-life of the final formulation and safeguards the skin functionality of the polyunsaturated fatty acids.
- **LIPEX® PreAct:** Our canola-based bioactive emollient is rich in antioxidant tocopherols and anti-inflammatory phytosterols, delivering protective, skin-soothing benefits.
- **LIPEX® SheaLuxe TR:** This climate-compensated, fully traceable shea-derived emollient ester delivers a quick spreading light texture and non-greasy after-feel. It improves the formulation's overall sensory appeal and helps accelerate absorption into the skin.

Everything we do is about  
**Making Better Happen™**

**AAK**

## Description of the sensory study

- Emollients are evaluated by the Sensory Spectrum Skincare Descriptive Panel for sensory attributes. 10 panelists, trained in Spectrum Skincare Descriptive Analysis method and oriented to the study protocol. Randomized Complete Block Design.
- Sample presentation is randomized among panelists, with each sample evaluated twice. All evaluations are performed using a customized evaluation protocol created for AAK in 2012 and updated in 2022 to increase max rubs to absorbency from 200 to 300.
- Emollients are evaluated as pure emollients. The panelists are asked to give their impression on different parameters during the initial rub, in the immediate after-feel and after-feel after 20 min. Together with the evaluation on each parameter and ingredient, a letter from A to E is shared. Different letters indicate significant differences are seen between compounds in a specific parameter.
- Ingredients included:
  - Caprylic capric triglyceride
  - LIPEX® SheaLuxe TR™
  - Dimethicone 3 mPa·s
  - Hydrogenated Ethylhexyl Olivatate (and) Hydrogenated Olive Oil Unsaponifiables
  - C15-19 alkane

# Sensory study – description of parameters where differences have been seen

## During application

- Product spread: The amount of test site area covered by product at 10 seconds (without rubbing)
- Spreadability: Ease of moving product over the skin after 3 rubs
- Thickness: Amount of product felt between fingertip and skin after 10-15 rubs
- Amount of grease perceived in the product during rub-out – after 15-20 rubs
- Rubs to absorbency: The number of rubs at which the product changes its viscosity and/or texture and a resistance to continue is perceived and/or friction/low irritation is perceived.

## Immediate after-feel

- Gloss: Amount or degree of light reflected off skin.
- Amount of residue: Amount of product on skin.
- Stickiness: Degree to which fingers adhere to residual product.
- Slipperiness: Ease of moving fingers across skin.
- Residue type (all together add up to 100%)
  - Oil: Thin, slippery, continuous feel, reminiscent of baby oil.
  - Powder: Extremely small particles having a rounded, almost continuous feel, reminiscent of baby powder or cornstarch
  - Waxy: Thin, dry, draggy, stiff, coated feel, reminiscent of candle wax.
  - Silicone: Dry, slippery, not sticky, silky, continuous feel that fills in crevices of skin, reminiscent of silicone oils or gels. May feel thin with a low level residue or with a cushiony feel. Tends to coat the fingers, obscuring fingerprint feel.
  - Grease: Thick, draggy, cushioned, occlusive feel, reminiscent of petrolatum.

## After-feel 20 mins

- Gloss: Amount or degree of light reflected off skin.
- Amount of residue: Amount of product on skin.
- Thickness: Amount of product felt between fingertip and skin after 10-15 rubs
- Stickiness: Degree to which fingers adhere to residual product.
- Slipperiness: Ease of moving fingers across skin.
- Residue type (all together add up to 100%)
  - Oil: Thin, slippery, continuous feel, reminiscent of baby oil.
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  - Grease: Thick, draggy, cushioned, occlusive feel, reminiscent of petrolatum.