GfN° Selco



Colorful actives

a full potential workout for vibrant clean beauty concepts

GfN GmbH & Selco GmbH

Dr. Katrin Massey

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The history of colorful cosmetics



Coloration in cosmetics has been a part of the human culture for centuries, dating back to the ancient Egyptians and Sumerians. They used clay, semi-precious stones, paprika, turmeric, seaweed extract, and many other natural materials to make an array of bright colors.



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The history of colorful cosmetics



- During the 1800s heavy metals like lead and copper were used to make formulations even more vibrant and more long-lasting
- In the 1900s, luckily natural pigments and dyes like coal tar dyes became more popular again
- Nowadays, we find a huge range of cosmetic dyes (water soluble) and pigments (oil dispersible) on the market (organic and inorganic) like organic lakes (modified dye), botanicals and inorganic mineral compounds like mica



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Colors and their purpose

Coloration in cosmetics serves different purposes:

1. Coloration that stays on the face:

decorative cosmetics: coloration to enhance our faces optical perfection and underly our individual personality



Coloration for optical enhancement



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Colors and their purpose



2. Coloration for only the formulation, but not the face:

Coloration in skin care products (like masks, creams, gels etc.): to attract consumers visually and to indicate and underline the actual claim of the formulation (f.e. moisturization \rightarrow blue, luxury \rightarrow gold)



Coloration for visual highlighting

Coloration for proof of activity

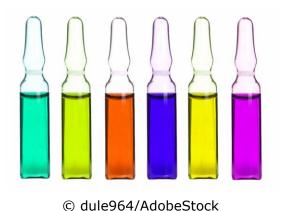


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Colors and their purpose



Coloration for visual highlighting

Coloration for proof of activity



I rather prefer more activity!



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Why adding an additional ingredient that basically serves no other beneficial need? Isn't there a better solution?



Our Goal is still: Clean Beauty



Clean products are still the goal



- keep your INCI short! producer and consumer friendly formulations that are easier to develop and understand.
- focus on proven activity! actives with well known, proven activity and compatibility make your life easier by building trust and enhancing sales.
- make it work for sensitive skin! sensitive skin is a more and more trending topic in the market.
- care also for the environment! ecofriendly, ecological, economical and sustainability is what you want to be nowadays!
- reduce waste! minimize unnecessary packaging and use nature friendly boxing.

It's not just a trend, YOU NEED TO CARE!



Let the activity speak for itself!

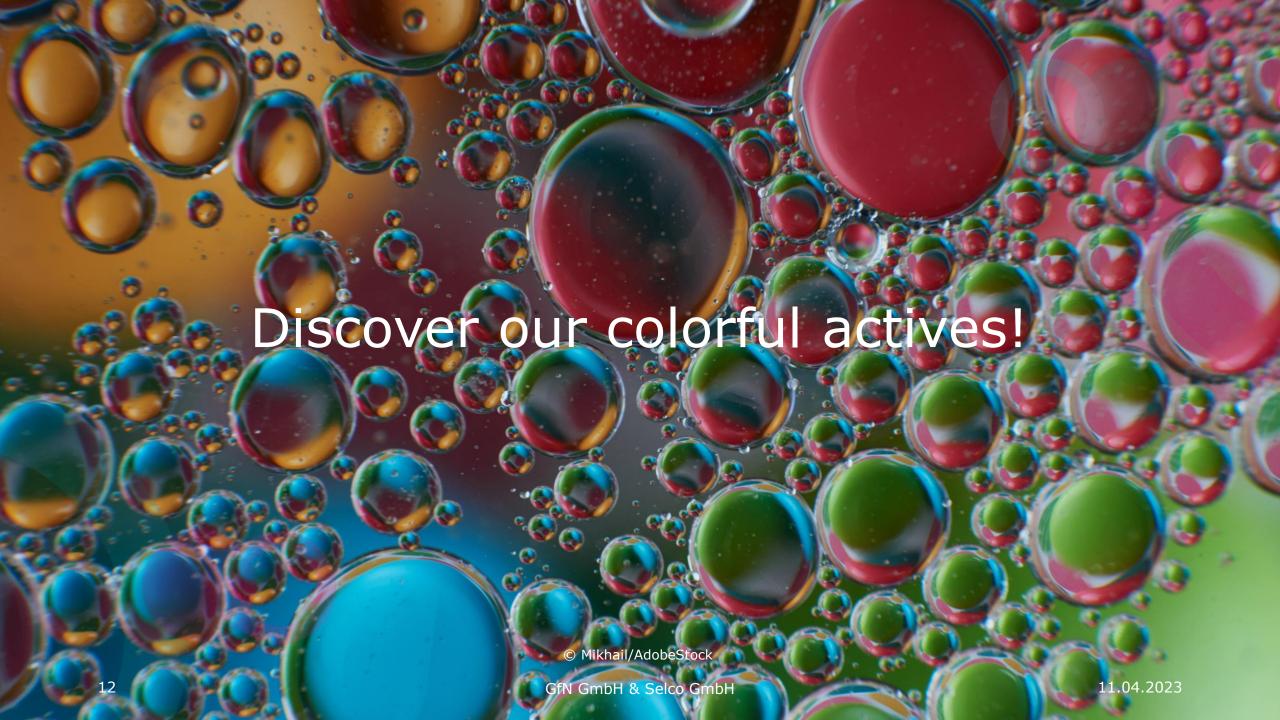
Colorful actives are the new way to make your application stick out but remain true clean beauty products that focus on the important things!

These natural extracts and substances, with their proven activity, additionally add color to your formulation without the need for further, unnecessary pigments/dyes.



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When color and activity work together

- Astaxanthin 5 % L #7348
- AGSE 10 % L #7350
- Buriti Oil virgin #7315
- Coenzyme Q10 #7258
- Peptiboost® Cu P/L #7302/7311
- Turmeric Oil (Co₂) #7250
- Chlorophyllin #7357



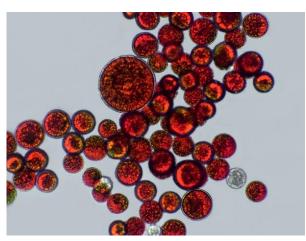
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Astaxanthin 5 % L #7348 – natural red color with antioxidative power



INCI (Astaxanthin or Haematococcus Pluvialis Extract)

- 100 % natural purified concentrate of Astaxanthin extracted from algae (Haematococcus pluvialis)
- red viscous oil
- dosage: 0.01 0.1 %
- efficacy:
 - acts as an antioxidant
 - acts as a natural coloring agent
 - rejuvenates damaged skin
 - supports an even skin tone
 - smoothes fine lines and reduces wrinkles



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Astaxanthin 5 % L #7348 – natural red color with antioxidative power



- has a singlet oxygen quenching activity over 500 times greater than alphatocopherol
- showed a 100-fold greater activity than vitamin E in inhibiting lipid peroxidation

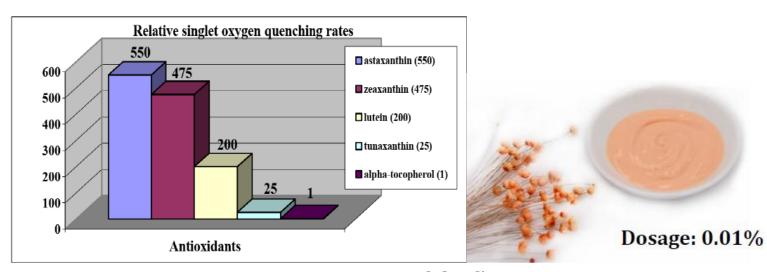


Figure 1. Singlet oxygen quenching activities Adapted from Shimidzu, 1996

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Astaxanthin 5 % L #7348 – natural red color with antioxidative power



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Claims:

Reduces eye bags and dark circles Improves skin barrier Improves skin elasticity Increases energy production in cells Acts as an antioxidant Minimizes photo-aging Increases hydration Enhances skin radiance Reduces inflammations Reduces wrinkles

I love Detox – natural pollution shield skin oil



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Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Ximenia Seed Oil (Mideka) ref. (7331)	Ximenia Americana Seed Oil	Selco	7,00
	Jojoba Oil, cold press.	Simmondsia Chinensis Seed Oil	Henry Lamotte Oils GmbH	36,30
	Tegosoft® CT	Caprylic / Capric Triglyceride	Evonik	30,00
	Sunflower Oil, high oleic, ref.	Helianthus Annuus Seed Oil	Henry Lamotte Oils GmbH	20,00
Α	Squalan ref.	Squalan	Henry Lamotte Oils GmbH	2,00
	Sabal Serrulata lipophilic (5053)	Serenoa Serrulate Fruit Extract, Tocopherol	GfN	4,00
	Astaxanthin 5% L (7348)	Astaxanthin or Haematococcus Pluvialis Extract	Selco	0,10
	d-Alpha Tocopherol 1000 IU, NON-GMO (IP) Soy	Tocopherol	Matrix Fine Sciences Pvt.Ltd.	0,50
В	Pefume Energy Boost	Parfum	Mane	0,10
				100,00

AGSE 10 % L #7350 – dark red natural color with enhanced activity

INCI (Propanediol, Vitis Vinifera Seed Extract)

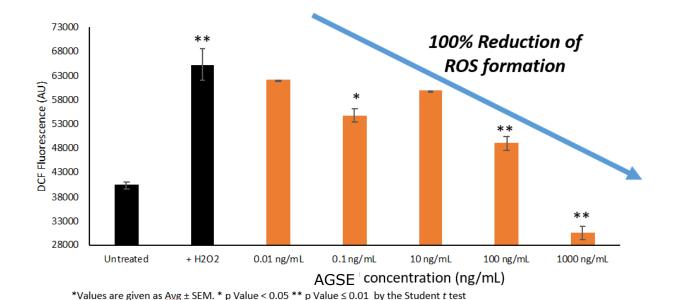
- novel, proprietary botanical extract enriched for Protein Phosphatase 2A (PP2A) activating flavonoids
- dark red, purple liquid
- dosage: 1 10 %
- efficacy:
 - acts as an antioxidant
 - acts as a natural coloring agent
 - minimizes stress induces skin damages
 - minimizes photo-aging
 - promotes collagen gene expression



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AGSE 10 % L #7350 – dark red natural color with enhanced activity



Ingredient	IC50 (ng/mL)
AGSE	0.1
Ascorbic Acid	0.6
Ferulic Acid	0.2



© Signum Bioscience

→ AGSEs activity as an antioxidant is comparable to ferulic acid, it is 6x more potent than vitamin C

AGSE 10 % L #7350 – dark red natural color with enhanced activity



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130_E060_3201

Claims:

Reduces inflammations
Acts as an antioxidant
Minimizes stress induces skin damage
Improves skin hydration
Minimizes photo-aging
Promotes collagen expression
Reduces inflammations

Active defense Serum



© GfN GmbH

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	73,00
	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	3,00
	Hydrolite® 5	Pentylene Glycol	Symrise	2,95
Α	Konjac Mannan gel powder (2034)	Glucomannan or Amorphophallus Konjac Root Extract	GfN	0,70
	Genuvisco® carrageenan CG-131	Chondrus Crispus	CP Kelco	0,10
	Dermosoft® GMCY	Glyceryl Caprylate	Evonik	0,20
	1,2 Proplyenglycol USP	Propylene Glycol	BASF	20,00
В	AGSE (Activated Grape Seed Extract) (7318)	Vitis Vinifera Seed Extract	Selco	0,05
	Citric Acid Solution (10% in water)	Aqua, Citric Acid	1	q.s.
				100,00

Buriti Oil (virgin) #7315 – orange-red detox power from "the tree of life"



INCI (Mauritia Flexuosa Fruit Oil)

- fruit oil extracted from the Buriti fruit pulp with a strong orange red / reddish color, indicating the high level of carotenoids (highest conc. of beta carotene found in nature); also rich on fatty acids and natural Tocopherol
- reddish liquid
- dosage: 0.2 10 %
- efficacy:
 - acts as an antioxidant
 - acts as a natural coloring agent
 - minimizes UV induces skin damages
 - protects the epidermal lipids from oxidation
 - enhances skin elasticity



© Paralaxis/iStock

Buriti Oil (virgin) #7315 – orange-red detox power from "the tree of life"



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132_E250_0906

Claims:

Reduces inflammations
Acts antibacterial
Enhances an even skin tone
Stimulates collagen expression
Reduces wrinkles
Acts as an antioxidant
Minimizes photo-aging
Enhances skin elasticity
Supports regeneration of skin lipids
Optimizes skin feel and softness
Improves skin hydration

We want youth - Retinol-like Serum



© GfN GmbH

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Bakuchiol natural (7346)	Bakuchiol	Selco	1,00
	Sunflower Oil , high oleic, ref.	Helianthus Annuus Seed Oil	Henry Lamotte Oils GmbH	32,00
Α	Squalan ref.	Squalan	Henry Lamotte Oils GmbH	9,00
	Buriti Oil (virgin) (7315	Mauritia Flexuosa Fruit Oil	Selco	10,00
	Parfum Summer Mix E_1424974	Perfume	Mane	0,35
	Deionised Water	Aqua	1	31,70
В	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	8,00
	Linseed Extract ORG NP 1.0 (6022)	Linum Usitatissimum Seed Extract	GfN	5,00
С	Hydrolite® 5	Pentylene Glycol	Symrise	2,95
				100,00

Coenzyme Q10 #7258 – yellow natural secret for young skin



INCI (Ubiquinone)

- produced by bacterial fermentation process, which is regarded as natural Coenzyme Q10
- yellow to orange crystalline powder
- dosage: 0.01 0.2 %
- efficacy:
 - acts as an antioxidant
 - minimizes photo-aging
 - reduces wrinkles and fine lines
 - protects the skin from environmental damages
 - minimizes cell stress

coenzyme Q_{10}

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Peptiboost® Cu P/L #7302/7311 - blue beauty that stimulates cell renewal

vegan



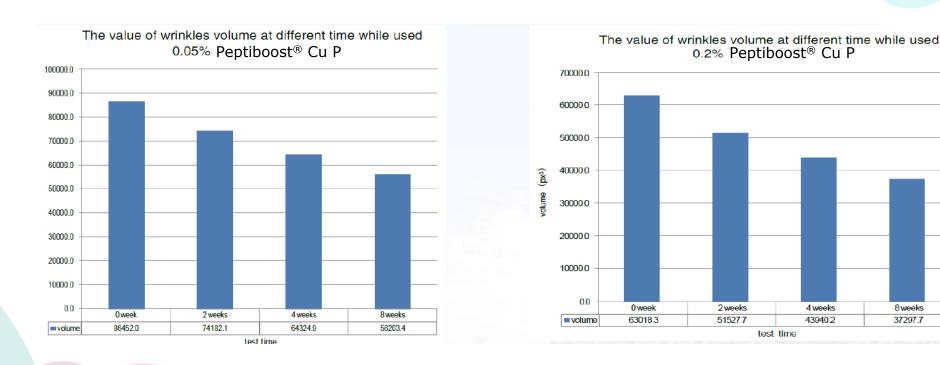
INCI (Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1) or (Aqua, Glycerin, Caprylyl Glycol, Ethylhexylglycerin, Bis(Tripeptide-I) Copper Acetate or Copper Tripeptide-1)

- Peptiboost® Cu P/L is a synthetic copper tripeptide/0.1% solution which acts as signal and carrier peptide improving skin barrier and barrier function of the skin.
- blue powder/blue solution
- dosage: (P) 0.05 1 %/(L) 5 50 %
- efficacy:
 - reduces wrinkles and fine lines
 - acts as a natural coloring agent
 - remodels the skin and increases skin thickness
 - improves skin barrier repair and function



© klebercordeiro/iStock

Peptiboost® Cu P/L #7302/7311 - blue beauty that stimulates cell renewal



→ 0.05% Peptiboost® Cu P reduce the wrinkle volume 14.19% after 14 days, 25.59% after 28 days and 34.99% after 56 days.

8 weeks

37297.7

Peptiboost® Cu P/L #7302/7311 – blue beauty that stimulates cell renewal



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134_E061_1801

Claims:

Acts as an antioxidant
Improves cell proliferation and wound healing
Improves skin barrier function
Reduces wrinkles
Remodels the skin
Reduces scar tissue
Enhances skin thickness
Increases skin elasticity
Strengthens skin barrier
Enhances microcirculation
Smooths the skin

Cell boost Ampoule



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Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	54,00
	Glycerin 99,5% (GMO-free)	Glycerin	Oleo Cremer GmbH & Co.KG	20,00
	1,2 Propylene Glycol Care	Propylen Glycol	BASF	10,00
Α	Sensiva® SC 10	Caprylyl Glycol, Ethylhexylglycerin	Schülke & Mayr GmbH	0,50
	Epidermal Growth Factor L (7347)	Aqua, Glycerin, Mannitol, Phenoxyethanol, Ethylhexylglycerin, sh-Oligopeptide-1	Selco	10,00
	Deionised Water	Aqua	1	5,00
В	Peptiboost® Cu P (7302)	Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1	Selco	0,50
	Citric Acid Solution (10% in water)	Aqua, Citric Acid	1	q.s.
				100,00

OceanDerMX® Lift and Firm #7353

- diminish fine lines and wrinkles



© Ingmar/AdobeStock

151_E061_2102

Claims:

Diminishes the appearance of fine lines and wrinkles Improves hydration
Plumps the skin
Revitalizes the skin and protects against water loss Immediate lifting and tightening of the skin
Promotes cell renewal
Helps to maintain skin youth

Protect my Youth-Ampoule



© GfN GmbH

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	64,10
	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	20,00
	Sensiva® SC 10	Caprylyl Glycol, Ethylhexylglycerin	Ashland GmbH	0,50
Α	1.2 Propylen Glycol care	Propylene Glycol	BASF GmbH	10,00
	OceanDerMX® Lift & Firm (7353)	Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Pentylene Glycol	Selco	5,00
	Peptiboost® Cu P (7302)	Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1	Selco	0,10
В	Keltrol® CG-BT	Xanthan Gum	CP Kelco	0,30
	Citric Acid Solution (10 % in water)	Aqua, Citric Acid	1	q.s.
				100,00

OceanDerMX® Balance & Brighten #7351 – visibly brightened complexion



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150_E061_2002

Claims:

Promotes even skin tone and natural glow
Reduces hyperpigmentation and imperfections
Reduces age spots
Improves skin brightening
Improves hydration
Provides immediate lifting and tightening of the skin
Promotes cell renewal
Helps to maintain skin youth

See me Shining Ampoule



© GfN GmbH

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	64,10
	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	20,00
	Sensiva® SC 10	Caprylyl Glycol, Ethylhexylglycerin	Ashland GmbH	0,50
	1.2 Propylen Glycol care	Propylene Glycol	BASF GmbH	10,00
A	OceanDerMX [®] Balance & Brighten (7351)	Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Centella Asitica Leaf, Glycyrrhiza Glabra Root, Pentylene Glycol	Selco	5,00
	Peptiboost® Cu P (7302)	Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1	Selco	0,10
В	Keltrol® CG-BT	Xanthan Gum	CP Kelco	0,30
	Citric Acid Solution (10 % in water)	Aqua, Citric Acid	1	q.s.
				100,00

OceanDerMX® Calm & Soothe #7352 – instant skin soothing



© Alena Yakusheva/AdobeStock

148_E420_0402

Claims:

Reduces inflammation
Calms and soothes the skin
Reduces redness
Helps to combate plemishes
Helps to balance acne and prone skin
Shows antibacterial and antimicrobial activity
Improves hydration
Provides immediate lifting and tightening of the skin
Promotes cell renewal
Helps to maintain skin youth

Clear Skin Refreshing Spray

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	64,40
А	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	20,00
	Sensiva® SC 10	Caprylyl Glycol, Ethylhexylglycerin	Schülke&Mayr	0,50
	1.2 Propylen Glycol care	Propylene Glycol	BASF GmbH	10,00
В	OceanDerMX® Calm & Soothe (7352)	Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Macropiper Excelsum Leaf Powder, Honey, Pentylene Glycol	Selco	5,00
С	Peptiboost® Cu P (7302)	Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1	Selco	0,10
	Citric Acid Solution (10 % in water)	Aqua, Citric Acid	1	q.s.
				100,00

OceanDerMX® Restore & Protect #7354 – restorative power boost



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149_E061_1902

Claims:

Improves hydration
Forms a protective film
Reduces redness
Reduces oilness
Inhibits hyperkeratinization
Acts antimicrobial
Reduces inflammations
Stimulates collagen synthesis
Reduces acne lesions
Minimizes skin pores

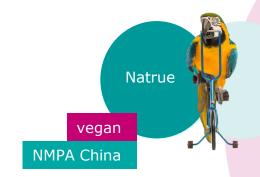
Clear Skin Refreshing HydroGel



© GfN GmbH

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised Water	Aqua	1	64,10
	Glycerin 99,5% (GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	20,00
	Sensiva® SC 10	Caprylyl Glycol, Ethylhexylglycerin	Ashland GmbH	0,50
	1.2 Propylen Glycol care	Propylene Glycol	BASF GmbH	10,00
Α	OceanDerMX® Restore & Protect (7354)	Aqua, Sarcothalia Circumcincta or Kousou Ekisu,Camellia Sinensis Extract, Cyathea Medullaris Leaf Extract, Ribes Nigrum Fruit, Pentylene Glycol	Selco	5,00
	Peptiboost® Cu P (73029	Bis(Tripeptide-1) Copper Acetate or Copper Tripeptide-1	Selco	0,10
В	Keltrol® CG-BT	Xanthan Gum	CP Kelco	0,30
	Citric Acid Solution (10 % in water)	Aqua, Citric Acid	/	q.s.
				100,00

Turmeric Oil (Co₂) #7250 – yellow aroma oil for instant stress relieve



INCI (Curcuma longa root extract)

- CO₂ extracted essential oil out of curcuma longa root containing turmerone
- yellowish orangish liquid
- dosage: 0.02 2 %
- efficacy:
 - acts as an antioxidant
 - acts as a natural coloring agent
 - protects the skin from environmental damages
 - supports an even skin tone and natural glow
 - active in aromatherapy (balance, relax, stimulate)
 - helps to fight stress



© sommai/Fotolia

Turmeric Oil (Co₂) #7250 – yellow aroma oil for instant stress relieve



© USM Photography/AdobeStock

119_E120_0203 The grooming tough guy – natural beard treatment

Claims:

Protects and recovers skin barrier function Improves hair suppleness
Regulates sebum production
Promotes skin renewal
Improves skin elasticity
Nourishes the skin
Soothes irritated skin
Reduces inflammations
Fights oxidative stress
Acts antimicrobial
Non sticky
Non greasy



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Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Jojoba Oil, cold press.	Simmondsia Chinensis Seed Oil	Henry Lamotte Oils GmbH	46,00
	Murumuru Butter (deodorized) (7317)	Astrocaryum Murumuru Seed Butter	Selco	20,00
Α	Bees wax, white	Cera Alba	Henry Lamotte Oils GmbH	23,00
	Sabal Serrulata lipophilic (5053)	Serenoa Serrulata Fruit Extract, Tocopherol	GfN	4,00
	Squalan, ref.	Squalan	Henry Lamotte Oils GmbH	6,00
В	Turmeric Oil (CO ₂) (7250)	Curcuma Longa Root Extract	Selco	1,00
				100,00

Chlorophyllin #7357 – celebrating natures green color

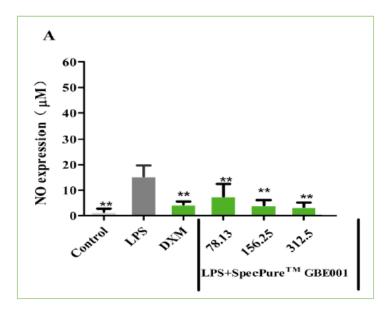
INCI (Chlorophyllin-Copper Complex or Cl 75810)

- Chlorophyllin is a kind of metalloporphyrin extracted from Ginkgo biloba leaf. The extraction process is natural and environment-friendly. It belongs to sustainable renewable resources.
- dark green granule
- dosage: 0.001 10 %
- efficacy:
 - acts as an antioxidant
 - acts as a natural coloring agent
 - reduces inflammations
 - · acts anti-microbial



© uckyo/AdobeStock

Chlorophyllin #7357 – celebrating natures green color



Bar graph showing NO expression results after treating LPS-induced macrophages with different concentrations of Chlorophyllin, compared to control +LPS

→ The expression of NO decreased with the increasing addition of Chlorophyllin (312.5µg/mL, 156.25µg/mL, 78.13µg/mL and 39.06µg/mL respectively).

Chlorophyllin #7357 – celebrating natures green color



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157_E061_1312

Claims:

Improves hydration

Diminishes the appearance of fine lines and wrinkles
Helps maintain skin youth
Improves skin smoothness
Enhances skin feel
Revitalizes the skin and protects against water loss
Promotes a velvet touch
Forms a hydrating skin film
Enhances skin elasticity
Reduces inflammations
Decreases wrinkle progression
Improves skin thickness
Natural green color

Natural Wellness Serum

Phase	Ingredient (our mat. no. in brackets)	INCI	Supplier	Dosage [%]
	Deionised water	Aqua	1	28,24
	Glycerin 99,5%(GMO-free)	Glycerin	Cremer Oleo GmbH & Co. KG	20,00
Α	Sorbitol T	Sorbitol	Ecogreen Oleochemicals GmbH	5,00
	1,2 Propylene Glycol Care	Propylene Glycol	BASF	10,00
	Hydrolite® 5 green	Pentylene Glycol	Symrise	1,75
	Hyaluronic Acid Solution Triple 1.5%(3300)	Aqua, Sodium Hyaluronate	GfN	20,00
В	Linseed Extract NP (6022)	Linum Usitatissimum Seed Extract	GfN	5,00
	Deionised water	Aqua	/	10,00
С	Chlorophyllin (7357)	Chlorophyllin-Copper Complex or CI 75810	Selco	0,01
	Citric Acid Solution (10 % in water)	Aqua, Citric Acid	1	q.s.
				100,00

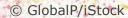
Create your new vibrant clean beauty

concept!



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It's time to work this out right!



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Thanks for your attention!

www.gfn-selco.de

Follow us on in

We are looking forward to your inquiries and are at your disposal at any time if you have questions!

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