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I AM UP LATE





Multifunctional primer

Staying in is the new going out. Mei isn't just staying in, she's staying up. Late. She always has something to do — whether it's catching up with friends in different time zones or just binging on Netflix.

And she's not alone. #stayuplateskin is a popular hashtag on Chinese social media. And 'stay up late' (熬夜肌) is an emerging product claim. Lack of sleep has been linked to skin problems, like dryness, dullness and early ageing — and Mei knows it. She's aware that the right products can help balance this out and keep her looking her best.

What she doesn't know is that studies show her late-night lifestyle can lead to feelings of loneliness and isolation. She needs to balance physical and emotional wellbeing.

These concerns speak to more than just millennials and offer potential for new products and claims around boosting self-esteem and confidence.



“I know I should get more sleep. Why aren't there more hours in the day!?”
#stayuplateskin

Mei, 27, Shanghai, China

All-in-one moisturizing daily make-up base to erase the signs of a short night's sleep. Bouncy gel-mousse with a frosted matte look and a powdery-yet-fresh feeling upon application. Skin perfecter which instantly blurs pores and imperfections while mattifying the skin surface. Ultra-fresh and non-greasy texture, allows even application of the foundation and a flawless final look to be quickly ready for selfies. Silicone-free formula that leaves the skin breathing while helping make-up stay in place all day long.*

Active ingredients

- 4% GENENCARE® OSMS BA for moisturization, protection and sensory benefits**
- 1% GENENCARE® OSMS MI for invigoration**
- 1% GENENCARE® OSMS PRO for anti-pollution, detoxification, skin barrier strengthening & protection against free-radical damage**
- Silicone-free
- Pullulan and Tara Gum: natural gums for thickening, texture and stability

Usage

Apply in the morning to wake the skin up, on a cleansed face before make-up.

Natural Origin Content (ISO 16128)

91.6%

Characteristics

Aspect: frosted gel mouse

Color: translucent white

Odor: fragrance-free

pH: 5.5-6

Viscosity: 12000-13000 Cps (LV4/ 12 rpm)

Stability @45°C: 3 month minimum

Microbiology (total count): < 1,000 CFU/ml

Procedure

1. Phase A: Solubilize GENENCARE® OSMS actives into water.
2. Phase B: Sprinkle slowly each ingredient into a vortex and mix until uniform at 60°C.
3. Phase C: Add ingredients while stirring
4. Phase D: Add slowly and one by one ingredients while stirring until homogeneous.
5. Phase E: pre-disperse separately ingredients of phase E.
6. Add Phase E to Phase ABCD while stirring until homogeneous.

* Per supplier information, ** Per test results.

Phase	Raw material	INCI	Supplier	%
A	Demineralized water	Aqua (water)		74.80
	GENENCARE® OSMS BA	Betaine	IFF	4.00
	GENENCARE® OSMS MI	Inositol	IFF	1.00
B	Pullulan	Pullulan	HYASHIBARA	1.00
	SOLAGUM™ TARA	Caesalpinia Spinosa Gum	SEPPIC	0.40
C	Olivatis® C15	Olive oil PEG-8 Esters	COAST SOUTHWEST	4.00
	DUB Estoline®	Ethylhexyl polyhydroxystearate	STEARINERIE DUBOIS	2.00
	DUB Sogreen	Ethyl olivate, Triheptanoïn	STEARINERIE DUBOIS	3.00
D	GENENCARE® OSMS PRO	Aqua (water), Betaine, Proline, Inositol, Serine, Sodium Benzoate	IFF	1.00
	Euxyl® K903	Benzyl Alcohol, Benzoic Acid, Dehydroacetic Acid, Tocopherol	SCHÜLKE	1.00
	Makibeads 80	Methyl Methacrylate Crosspolymer	DAÏTO KASEI	2.00
E	Aqupec NG N40R	Sodium Carbomer	SUMITOMO KASEI	0.80
	Glycerin Palm Free	Glycerin	STEARINERIE DUBOIS	3.00
	Brontide™	Butylene Glycol	GENOMATICA	2.00

All formulations and procedures are illustrative only.

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