

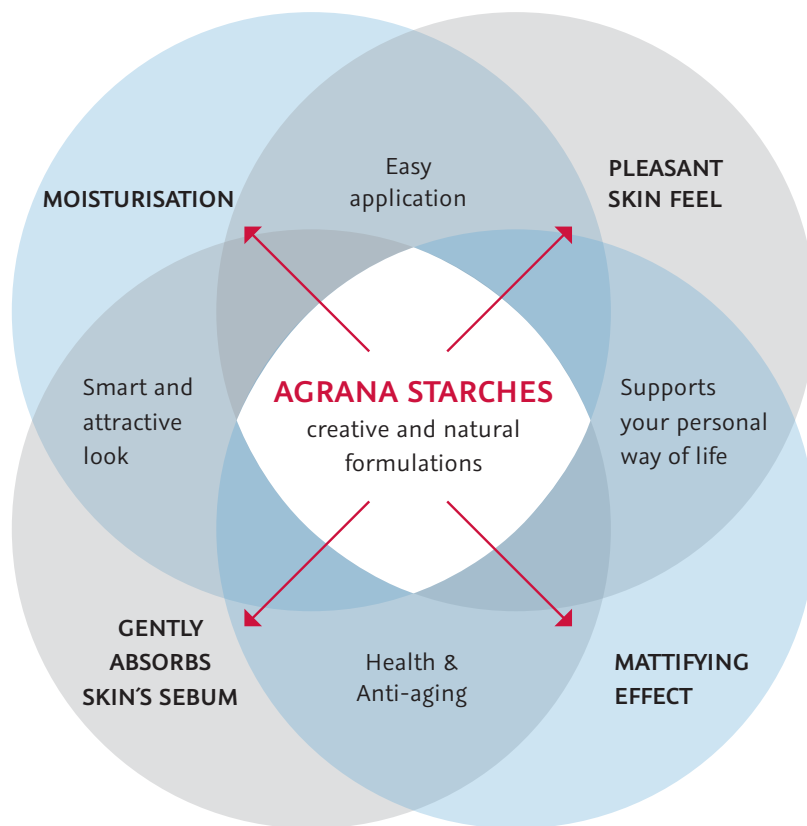


*OPPORTUNITIES IN
MEN CARE*

AGRANA STARCH



FUTURE TRENDS of MEN CARE



AGRANA is an internationally oriented Austrian company and is the leading supplier of customized specialty starch products. For the cosmetic industry, AGRANA offers a wide range of modified starches derived from rice, maize and tapioca, including boiling- conventional resistant starches, native starches, lipophilic starches, dry shampoo aerosol starch, and organic certified starches.

The AGRANAs' range of starches is natural (mostly COSMOS approved) and can be used to generate new environmentally-friendly beauty and cleansing products which feel good on the skin, enhancing its silky texture.



AGRANA STARCHES – their usage inspires creative formulations

In recent years, modern men have been actively looking for solutions that help them to maintain a smart and attractive appearance, but at the same time are not as time-consuming as they have been in the past. They want products adapted to their lifestyle rather than them adapting their needs to the products.

The most popular trends in male grooming nowadays are anti-aging, beauty and health. Modern products need to be

natural, gentle and easily applicable. They are expected to be quickly absorbed and leaving a pleasant feeling.

AGRANA is your number one provider for products meeting these trends and expectations. With the portfolio of starches available you can create unique formulations for each customer group you want to address.

NEW INNOVATIVE CONCEPTS

DRY SHAMPOO MOUSSE

A new innovative approach for an easy and quick hair mask is dry shampoo in mousse form. It is applied as a creamy dense foam without spraying losses. Starch contributes to the creamy and pleasant skin feel of the foam in the active cleanser removing sebum like in the standard dry shampoo aerosol.

SHAVING MOUSSE

Starches generally can contribute to a creamy, dense and pleasant skin feel. They adsorb valuable fragrance and extracts and guarantee a quick absorption of the cream

leaving a pleasant skin feel with additional moisturisation. During shaving with the knife starches reduce the resistance of the knife on the skin due to the ball bearing effect.

SHAVING CREAM

In a similar way like a shaving mousse in aerosol form a nourishing shaving cream can be formulated that is too valuable to wash it off after shaving: It can be used as moisturizing smoothing skin cream and is therefore a great all in one concept for men's lifestyle.



OVERVIEW

FORMULATED & DEVELOPED BY

AZELIS
ECKART
AZELIS

FORMULATED & DEVELOPED BY

PIC INDUSTRIAL – QUIMICA
DUPONT INDUSTRIAL BIOSCIENCES

OWEN TRADING

AAK
AZELIS
AZELIS
AZELIS
EVONIK INDUSTRIAL
EVONIK INDUSTRIAL

FORMULATED & DEVELOPED BY

TUNAP Cosmetics GmbH
CLR-BERLIN
EVONIK

FORMULATED & DEVELOPED BY

GeTeCe Chemicals
AZELIS

SHAVING

Matte after shave gel
After shave balm – “Sporty” with AGENAFLO 9050
Shave cream

SKIN & HAIR CARE

Wax for men – hair, beard and moustache
GENENCARE® men who care
Tattoo body cream
Men oil control lotion
Mattifying eco-conscious face serum for men’s skin
Skin lightening gelled serum
Chill time (light skin gel with instant cooling effect)
Matte gel (gives a superior after skin feeling)
O/W revitalising cream for men
Moisturising cream for men

SHAMPOO & CONDITIONER

Dry shampoo “READY STEADY GO” OSS4
EO-free vitamin shampoo
Conditioner rinse

SHOWER & BODY WASH

Sulfate free cleansing gel 3 in 1 function:
Hair, facial and body
Soft skin body wash

STARCH GRADE

%

AGENAFLO 9050 5.0 %
AGENAFLO 9050 3.0 %
MAISITA 9040 6%

STARCH GRADE

%

RICE PO₄ NATURAL 5.0 %
TAPIOCA NATURAL (Tapioca Starch) 2.0 %
CORN PO₄ PH “B” 0.5 %
RICE PO₄ NATURAL 5.0 %
RICE PO₄ NATURAL 10.0 %
MAISITA 9040 2.5 %
AGENAFLO 9050 5.0 %
CORN PO₄ PH “B” 1.0 %
CORN PO₄ PH “B” 5.0 %

STARCH GRADE & %

D.S.A.7 6.0 %
CORN PO₄ PH “B” 6.0 %
AGENAJEL 20.383 5.0 %

STARCH GRADE & %

AGENAMALT 20.235 (maltodextrin) 2.0 %
RICE PO₄ NATURAL 5.0 %

Above mentioned formulations you can check on our website www.agrana.com.



FORMULATIONS WITH STARCHES FOR MEN CARE

AZELIS suggestions for men care cosmetics

RICE PO₄ NATURAL
10.0 %



SKIN LIGHTENING GELLED SERUM

This is an anti-ageing skin serum perfect for men as it is light and leaves a matte finish to the skin. It can be used due to its simplicity to modify in a variety of ways.

LIGHT SKIN GEL WITH INSTANT COOLING EFFECT

MAISITA 9040
2.50 %



CHILL TIME

Perfect for post workout when the body is warm. Could also be altered by adding a warming component to use to warm the skin or use for massage for post workout. It could be used with any water or oil based active due to the presence of the acrylate emulsifier.

GIVES A SUPERIOR AFTER SKIN FEELING

AGENAFLO 9050
5.00 %



MATTE GEL

Although this currently contains no oils or actives it would be easy to incorporate any actives (both oil and water soluble) to create many different products from suncare through to anti-ageing.

RICE PO₄ NATURAL
5.00 %



SOFT SKIN BODY WASH

This is a no-fuss formulation which is not only creamy during use, but will not leave the skin feeling greasy or oily – just cleansed.

PERCEIVED EFFECTS OVERVIEW

AZELIS	1	2	3	4	5	6	7	8	9	10	11	12
Lightening gelled serum	x	x		x	x	x	x	x		x		x
Chill time						x		x				
Matte gel	x		x	x	x		x	x	x		x	x
Soft skin body wash		x	x		x			x		x		
1 Anti-ageing	2 Moisturising skin-care	3 Suitable for modifying for UV protection	4 Suitable for modifying for acne treatment	5 Oil-control	6 Dry-skin							
7 Sensitive skin	8 Superior after skin-feeling	9 Skin velvety	10 Skin bright	11 Skin uniformity	12 Skin matt appearance							



AAK Formulations for men care with starches

GENENCARE® MEN WHO CARE TATTOO BODY CREAM

REF.FR-0089AM-15260/M

This yoghurt-like texture cream is perfect to nourish and moisturize thirsty tattooed skin. This surprising texture will be easily absorbed to guarantee a light non-greasy after feel, while bringing the comfort of moisturization. Presence of Camelia japonica seed oil and vitamin E help to soothe and protect the skin. GENENCARE®OSMS BA moisturizes and contributes to the skin barrier integrity.

TAPIOCA NATURAL
Tapioca Starch 2.0%



AAK-MEN CARE FORMULATION WITH AGRANA STARCHES

The original AAK-Mattifying ECO-Conscious Face Serum as modified version for men's skin and using also AAK raw materials

Gel-like mattifying serum is easily absorbed and perfect for combination skin. The skin feels soft with no tightness, less shine on your skin. It contains stable against oxidation base Akosoft 36 instead in the case of male skin. Semisolid, but light, odour free, quick melting in body temperature. Serum consists also of Lipex Shea Tris, soothing the skin and strengthening barrier function.

RICE PO₄ NATURAL Distarch Phosphate 2.0%

PIC Formulation for men care with starch

WAX FOR MEN – HAIR, BEARD AND MUSTACHE WITH RICE PO₄ NATURAL

FORMULATED AND DEVELOPED BY PIC, BRAZIL

REF. A8-141216-02A)

The formulation contains 3 phases whereby in PHASE A Mono de Tahiti from Alban Muller and Makigreen Velvet Wax are the main raw materials. Furthermore 3 Lipidami raw materials are also used.

PHASE B

RICE PO₄ NATURAL Distarch Phosphate AGRANA 5.0%

PHASE C

consists of Echium Plantagineum Seed Oil and also fragrance. Because of the small particle size RICE PO₄ NATURAL can be used alone or as an addition to powder bases. It has greater opacity and adhesion to the skin than talc. It gives a velvety appearance to the skin. RICE PO₄ NATURAL also appears matte and had good oil absorption properties making it ideal to help give a matte finish to the skin. RICE PO₄ NATURAL also appears matte and had good oil absorption properties making it ideal to help give a matte finish to the skin.



DRY HAIR SHAMPOO

How to use DRY SHAMPOO – a men's guide

SALES OF DRY SHAMPOO RISING

Dry Shampoo has been sold increasingly and it's not just women who are purchasing the time saving hair product. One in five of the dry shampoos are purchased by men. While we know shampooing plays a pivotal role, we're all aware of how time-consuming the grooming task can become.

Rice Starch D.S.A.7 is a physically modified, surface active rice starch. It provides high oil and grease absorption properties.

TUNAP – DRY SHAMPOO WITH D.S.A.7

„READY STEADY GO“ OSS4

The idea of saving several minutes in the morning, while keeping hair so fresh and so clean, does cross our minds and is needed more than ever. Not everyone has the time to take a shower before whizzing off to work. But what's left to us if we want to look smart and dynamic?

Quite simply: DRY SHAMPOO...!

D.S.A.7

6%

THE BENEFITS OF DRY SHAMPOO

Whilst dry shampoos are available as in powder and spray form it is the aerosol based which are undoubtedly the most frequently used. Both varieties however are geared to promote similar benefits such as the following.

ADD VOLUME:

Spraying and massaging into your roots and ends provides a fuller look to your hair.

HAIR COLOUR SAVER:

Wet-washing tends fade dyed hair and these no water quick fixes help colors last longer.

MOISTURING PROPERTIES:

Dry shampoos will gently remove sebum and allow hair to remain hydrated.

MINIMIZE HAIR DAMAGE:

One does not need to use a blow dryer as excessive heat can damage hair over time. Absorbs excess sebum oils.

FREQUENT HAIR WASHES DAMAGE HAIR

Basically wherever you are the dry shampoo offers flexibility.

SAVES TIME

WWW.AGRANA.COM

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