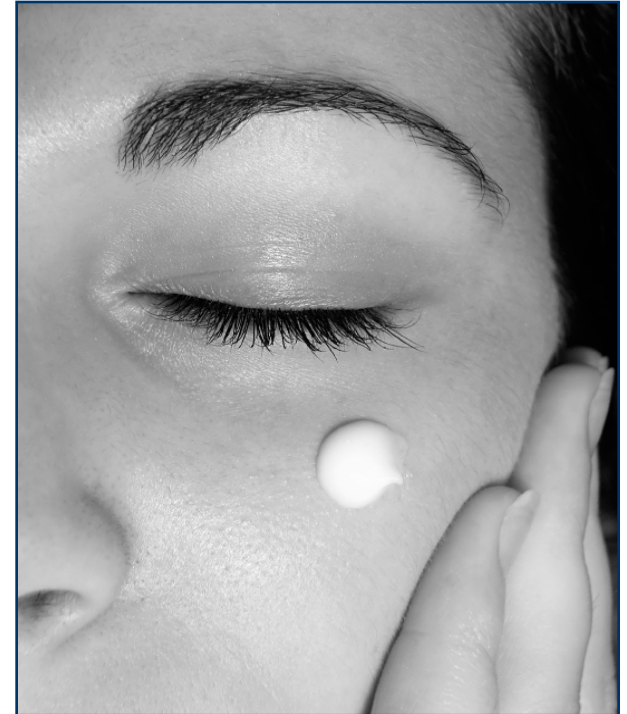


# BeauPlex<sup>®</sup> VH

All-in-one Vitamin Compound  
for successful skin care products



# Consumer behavior and use of Vitamins in skin care products

- Consumers' awareness of Vitamins ranks highest among all actives used for skin care products
- They are quite used to see the names of Vitamins and associate them to a specific activity on the skin
- Vitamins have a positive image of good health / vitality
- Purchase dimension when buying a beauty care product: price / efficiency followed by product ingredient

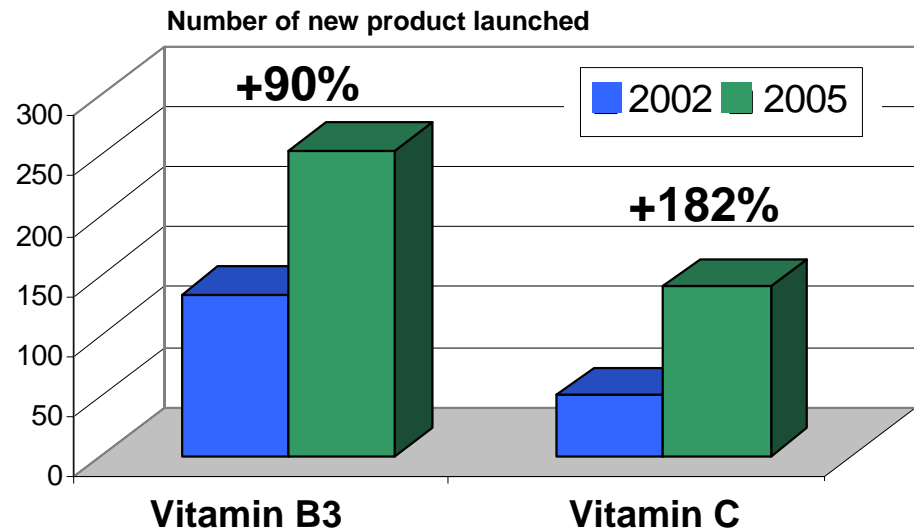
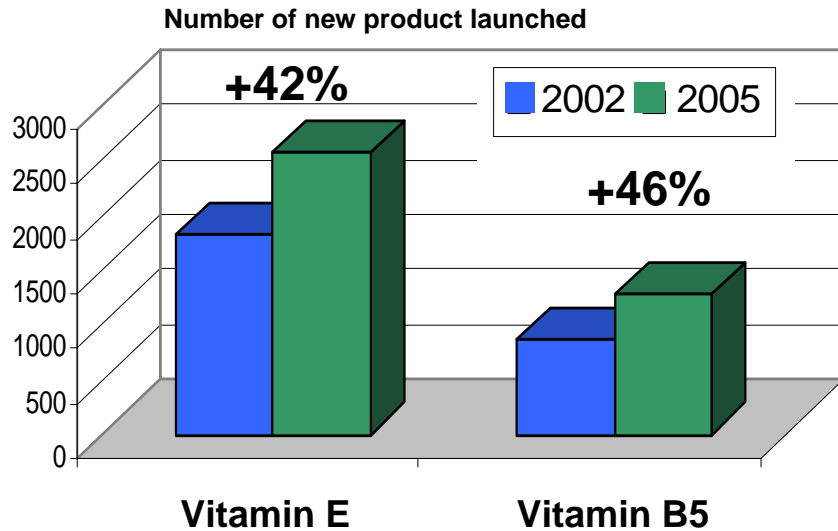
From survey in 2000  
sponsored by DSM

**DSM Nutritional Products**

BeauPlex VH - Skin Care \_ CP\_17.01.07

**Unlimited. DSM**

# Trend of Vitamins in Skin Care 2000-2005



The use of vitamins for new-launched skin care products has considerably increased in the last 5 years

Mintel GNPD database, global survey

## BeauPlex® VH addresses needs and trends of today's skin care products

- Compound of highly effective Vitamins
- Added value to standard products
- Ready to use compound
- Easy handling
- For vitamin label claims

## Active ingredients of BeauPlex® VH

- Tocopheryl Acetate → Vitamin E
- Sodium Ascorbyl Phosphate → Vitamin C
- Niacinamide → Vitamin B<sub>3</sub>
- Calcium Pantothenate → Vitamin B<sub>5</sub>
- Pyridoxine Hydrochloride → Vitamin B<sub>6</sub>

- **Daily facial and body care**
  - BeauPlex® VH contains actives which protect the skin
  - BeauPlex® VH contributes to provide moisturizing and soothing effects
- **Sun care**
  - BeauPlex® VH provide the skin with antioxidants
- **Anti-ageing products**
  - BeauPlex® VH contributes to combat free radicals
  - BeauPlex® VH supports the synthesis of collagen
- **Teenager products**
  - BeauPlex® VH helps to improve the appearance of acne prone skin
- **Skin lightening products**
  - BeauPlex® VH contributes to even the skin tone and fade age spots

- INCI Name :  
Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl Acetate, Pyridoxine HCl, Maltodextrin, Sodium Starch Octenylsuccinate, Silica
- Dry powder (preservative free)
- Shelf life : 18 months
- Can be easily combined with other actives like PARSOL® UV Filters, Phytantriol and ROPUFA™ oils (poly-unsaturated fatty acids)

BeauPlex<sup>®</sup> VH is an easy to handle vitamin compound for skin care products such as emulsions, toners, gels and surfactant bases.

- Recommended use level : 0.5 to 2%
- Soluble in water (slightly turbid)
- Add BeauPlex<sup>®</sup> VH to the emulsion at 35°C
- Add EDTA
- Adjust the formulation to pH 7





**Garnier, Ireland, May 2002**  
**Multi-action daily moisturizer with multi-Vitamins**

**Liérac, France, Aug 2005**  
**Rich cream for dry skin under the brand Aqua + Multi-Vitamins**



**Dermalogica, USA, Jan 2006**  
**Power recovery masque is formulated with botanicals, antioxidants, vitamin A, C and E**



**Procter&Gamble-Olay, USA, Dec 2004**  
**Serum formulated with intensive Olay moisture and Vitaniacin anti-ageing multivitamin power**



**Neutrogena, South Africa, Apr 2004**  
**Eye cream: a unique multivitamin treatment to repair damage and restore a healthy youthful appearance**

## BeauPlex® VH

contains vitamins to

- Be in line with skin care trends
- Fulfill customers' expectations
- Allow marketing claims
- Up grade skin care products

facilitates manufacturing

- Less handling required
- Simplified stock-keeping
- Reduced logistics effort
- Pre-optimized composition
- Ready to use
- Highly cost effective

**...an ideal compound for your next skin care product**



# UNLIMITED BEAUTY

AT DSM NUTRITIONAL PRODUCTS WE FIND NEW WAYS  
TO MAKE MIRRORS WORTH LOOKING AT