



Driven by science to harness the healing and functional capabilities of natural ingredients, Azelis' technical specialists have come together to create new personal care formulations that work effectively while respecting the planet. Blending our technical and application expertise with a focus on creating sustainable solutions, the formulations developed for in cosmetics Asia use thoughtfully selected potent and high-performing ingredients, that also tap into leading market trends:



Back to essentials



Conscious consumption



Sensory beauty

Uncover how ingredients work synergistically together to **REPLENISH**, **REVIVE** and **REFRESH** your whole being. Developed using ingredients that are sustainably processed and derived from natural origins such as plants, flowers, medicinal herbs, and fruits, the concepts created serve as a treat to evoke the senses and provide a gateway to connect you closer to nature.

Here is a sneak peek at two of the formulations that unite and fuse nature with science:



24h Happy Hydra Barrier Cream

Consumer benefits

- ✓ Outstanding skin barrier repair
- ✓ Instant and lasting skin hydration
- ✓ Balances skin's microbiome for optimal skin health
- ✓ Soothes irritated skin

Formulators' solutions

- ✓ Multifunctional pectin - natural thickener with skin benefits
- ✓ Velvet, silky-soft after-feel
- ✓ Versatile emulsifier base - compatible with different emollients



Azelis' solution

24h Happy Hydra Barrier Cream is formulated to intensely hydrate the skin and strengthen the skin's natural protective barrier while increasing its resilience against external aggressors. Besides delivering potent skin benefits, the cream indulges the skin with a soft and cocooning touch, followed by a fresh sensation, making it soothing, comforting, and unforgettable.



Chew & Brush Gummy Tooth Clean

Consumer benefits

- ✓ Anti-microbial and anti-oxidative properties
- ✓ Solid toothpaste, travel-friendly and convenient
- ✓ Fun & novel solution
- ✓ Eco-packaging possible

Formulators' solutions

- ✓ Solid gummy with a bouncy texture
- ✓ Various shapes possible, easily demoldable
- ✓ Food inspired technology
- ✓ Naturally-derived thickening & jellifying agents



Azelis' solution

Chew & Brush Gummy Tooth Clean is a fun and novel alternative to traditional toothpaste. Just chew on it, brush your teeth with a damp toothbrush, and you are all set for a clean smile and fresher breath, anytime and anywhere. The plus? It is created using less water and also saves plastic packaging, making it a sustainable oral care option.

Get a personalized introduction to Azelis' latest Personal Care campaign by emailing us at ghislaine.vigier@azelis.com