

BeautyForward[®] - Edition II **PERSONAL CARE INSPIRATIONS**

what is precious to you?

BeautyForward® BE ONE STEP AHEAD

For Clariant, the world of trends is not new ground.

Our purpose is not to impose a direction but to inspire our future. The future of new individuals, new beauty rituals, new products and textures for Personal Care.

WELCOME TO THE NEW WELCOME TO BEAUTYFORWARD® EDITION II

CLARIANT

BeautyForward[®] BE ONE STEP AHEAD

BeautyForward[®] is a powerful rich source of inspiration connecting emerging trends to chemistry, formulation, texture, new routines and new concepts.

CLARIA

It can bring huge value to anyone looking to innovate.

WELCOME TO THE NEW WELCOME TO BEAUTYFORWARD® EDITION II



New Trends BE ONE STEP AHEAD





Trends LINKED TO CONSUMER PROFILES

CUSTOM Attraction ATTRACTION Bold/Strong Dynamic/Vital Independent/Daring ENJOYMENT Fun/Happy Positive attitude/Carefree Spontaneous/ Outgoing

REVIVE Enjoyment

ACHIEVEMENT Refined/Elegant Composed/Controlled Intelligence/Focused

WELL BEING Open/Honest Warm/Inclusive Sociable/Friendly

ORIGIN Well being

BALANCE Achievement



Made just FOR THEM

In an era of globalization, products, services, and experiences feel increasingly similar.

People are now looking for new ways to celebrate their individuality.

This search of individuality also includes their beauty routine.

By using customized products to take care of their hair and skin, they feel standing out from the crowd.

CLARIANT

Made just FOR THEM

Attractive Beauty

Stylish hair and seductive skin

Beauty is about making a bold personal statement with an individual sense of style



New levels of customization



- 1. Place in the palm of your hand either the serum or the gelée
- 2. Add few drops to either the serum or the gelée at an angle for best results.
- 3. Mix slowly with one or two fingers
- 4. Apply to either face or hair gently





Hair gelée

This versatile hair gelée can be customized and mixed easily with any booster depending on your life style.

BENEFITS	ACHIEVED BY
Texture	Aristoflex [®] HMB
Conditioning/Internal Strength	K-Oleo Complex
Hair Shine	Plantasens [®] Olive LD







Face Serum

Penetrates on the inner layers of the skin for a fresher younger appearance. This serum can be customized and mixed easily with any booster depending on your lifestyle.

BENEFITS	ACHIEVED BY	
Quick Absorption		
Light Weight and Fresh Skin Feel	—— Aristoflex [®] AVC	
Anti-Ageing	Akebisol	CUSTOM ace Serum
		2 B







Soft | Sensitive Elixir

Combat dryness, and protect your skin and hair from environmental aggressors. To be used for a day, a week, a month, any time skin needs a boost.

 Light, Very Soft Sensory Plantasens[®] Inca Inchi Serum Anti-Irritation 	
Anti-Irritation	rum
Antimicrobial Rain Forest Copaiba Oil Refine	ed







Libra | Oil Control Elixir

Designed for oily skin and scalp, this elixir works in synergy with existing products to ramp up results for more stubborn concerns like skin oiliness.

BENEFITS	ACHIEVED BY
Velvety Touch	Rain Forest Passion Fruit Oil Refined
Anti-Irritant	Rain Forest Andiroba Oil Refined
Skin and Scalp Hydration	Plantasens [®] Grape Serum







Ore | Radiant Elixir

Natural based elixir to stop the effects of hair thinning, soothe and repair the skin with a radiance boosting punch.

BENEFITS	ACHIEVED BY
Anti-Thinning & Healthy Hair	 Plantasens[®] Crambisol
Scalp and Skin Moisturizing	
Scalp and Skin Soothing	Rain Forest Annato Oil







Pro Age Elixir

An anti-ageing elixir that is a powerful intensive care booster. The rich booster mixed with facial serum slows down the aging process using proven-efficacy natural ingredients.

BENEFITS	ACHIEVED BY
Anti-Ageing	Plantasens [®] Olive Active HP
Antioxidant	Rain Forest Açaí Oil Refined







ORGIN

CLARIANT

Embracing THE HERITAGE

We live in an age of global mobility, driven by political unification of continents.

This has led people to the safety of products that are familiar rather than revolutionary.

Hence provenance is becoming increasingly important in beauty.

ORIGIN

Embracing THE HERITAGE

Well being

Hair and Skin are clean and simple

Beauty is about feeling good in their own skin, being plain, simple and clean



ORIGIN



Nutrivive Hair Mask

Mineral texture mask harvesting minerals from Amazonia, lemon from Italy, pea extract from Korea that merge as one holistic source of wellbeing.

BENEFITS	ACHIEVED BY
Remineralizing	Beraclay Dark Red
Helps Increase Hair Density	
Helps Reduce Hair Fall	Emortal Pep
Strengthen Skin Lipid Barrier	Plantasens [®] Lemon Serum



ORIGIN





Facial Honey Gel

A skin soothing gel that uses 7 natural plant extracts from Asia and sugar based ingredients from Europe that gently help to heal the skin, naturally.

BENEFITS	ACHIEVED BY
Anti-Irritation/Skin Soothing	
Antioxidant	— MultiEx BSASM
Skin Lathering	GlucoTain [®] Plus
Skin Conditioning	GlucoTain [®] Flex







Feeling **THE ENERGY**



This constant stream of change means people are looking for new products that allow them to keep up with the exciting new world around them.



CLARIA

REVIVE

Feeling THE ENERGY

Radiant Beauty

Hair and skin are full of life

Beauty is about changing styles, beauty routines, keeping with the trends







RE

Youth Activating Milky Way

An AM light youth balm that helps improve tonicity to keep skin looking younger longer and fight damaging effect of pollutants during the day.

BENEFITS	ACHIEVED BY	
Anti-Ageing	Plantasens [®] Olive Active HP	
Antioxidant	Rain Forest Açaí Oil Refined	
Skin Soothing	Dongbaek (Tsubaki) Oil	
Radiant Skin	Plantasens [®] Abyssinian oil	REVIVE Youth Activated Milky Way





Reloaded Scalp Mist

A lightweight and fresh spray that instantly helps to energize the scalp in the morning

BENEFITS	ACHIEVED BY
Healthy Scalp	
Skin Circadian Clock Recovery	 Varrier
UV Damage Protection	
Long Lasting Freshness	Vivfresh®









CLARIANT

One can HAVE IT ALL

With the rise of the always-on culture and digitally driven world we need balance as a means of staying on course.

There is a need to bust out from routine and looking for memorable experiences that give people an escape.

Immersive extreme indulging experiences

One can **HAVE IT ALL**

Composed beauty

Hair is neat and smooth, skin is perfect

Beauty relies on products To achieve the look they desires



CLARIANT



Claytastic Cleanser

In need of a skin detox? This super mild facial wash deep-cleans the skin preventing from irritation whilst providing natural protection against pollution. A real treat for frazzled complexions!

BENEFITS	ACHIEVED BY	
Smooth and Rich After Feel	Aristoflex [®] Velvet	
Skin Hydration	Plantasens [®] Abyssinian Oil	
Lather and Clean	GlucoTain [®] Plus	
Smooth and Mineralize	Beraclay Purple	
Anti-Pollution	DieDTex	
Anti-Irritation	— BioDTox	







Fiber Firewall For Straight Hair

The ultimate hydrating and nourishing oil for normal to dry hair. This formulation leave hair shiny and remarkably soft. A post indulgence hair savior.

ACHIEVED BY
Plantasens [®] Carefeel Light
Plantasens [®] Olive LD
Beracare ARS Hair System
Plantasens [®] Abyssinian Oil







Fiber Firewall For Wavy Hair

Indulging and deep conditioning formula packed with vegetable squalane for use after wash to help soften, add shine and hydrates without weighing down.

BENEFITS	ACHIEVED BY
Softness	Plantasens [®] Carefeel Soft
Hair Conditioning	Plantasens [®] Squalane
Increase Combability	Beracare BBA
Hair Shine	Plantasens [®] Abyssinian Oil







Fiber Firewall For Curly Hair

When you have curly hair, getting the balance of hydration and frizz control can be a real balancing act. This natural hair oil will help to nourish and tame dry, frizzy or flyaway hair.

BENEFITS	ACHIEVED BY
Freshness	Plantasens [®] Carefeel Fresh
Hair Manageability	Rain Forest Pequi Oil Refined
Hair Shine	Plantasens [®] Abyssinian Oil





Fiber Firewall For Ethnic Hair

Light-caring and delightfully moisturizing formula for coarse and unruly hair.

BENEFITS	ACHIEVED BY
Easy Spreading	Plantasens [®] Carefeel Comfort
 Scalp Desquamation Reduction 	Rain Forest Patauá Oil Refined
Hair Shine	Plantasens [®] Abyssinian Oil





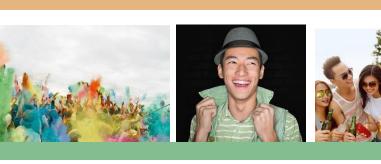


CUSTOM



ORIGIN

REVIVE







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CLARIANT