




TRENDY BOX II

Limited Edition

THE LATEST TRENDY
FORMULATIONS BY
PROVITAL GROUP





This booklet reveals the most trendy
formulations to inspire you and to surprise
your customers.

Enjoy and dare to try them.





TRENDY FORMULATIONS

- ➊ Mousse-mask oil balancer gommage mode
With NELUPURE™
- ➋ Tone up waterdrop emulsion
With DETOSKIN™
- ➌ Ricotta calming ritual
With AGASCALM™
- ➍ Lifting moisture bank
With ORCHISTEM™
- ➎ Repairing shampoo bar
With AMA-PROT
- ➏ On-the-go hair sherbet
With KERANUTRI™

All the formulations are China compliant unless otherwise stated



MOUSSE-MASK OIL BALANCER GOMMAGE MODE

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
10	Hamamelis Virginiana (Witch Hazel) Leaf Water, Potassium Sorbate, Sodium Benzoate, Gluconolactone, Calcium Gluconate	Hamamelis Rain	Provital	24,00
11	Aloe Barbadensis Leaf Juice, Potassium Sorbate, Sodium Benzoate	Aloe Vera Gel - ECO	Provital	20,00
12	Aqua (Water)	Deion. Ster. Water		20,00
13	Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water)	Dissolvine® GL-47-S	AkzoNobel	0,20
14	Xanthan Gum, Lecithin, Sclerotium Gum, Pullulan	Siligel™	IFF Lucas Meyer	0,30
15	Aqua (Water), Glycerin, Euterpe Oleracea Fruit Extract, Potassium Sorbate, Sodium Benzoate	Edelweiss - ECO	Provital	1,50
16	Propanediol, Glycerin, Nymphaea Coerulea Flower Extract, Nelumbo Nucifera Flower Extract	Nelupure™	Provital	2,00
17	Maltooligosyl Glucoside, Hydrogenated Starch Hydrolysate	MG-60	Hayashibara Co., Ltd	2,20
21	Magnolia Officinalis Bark Extract	Cosphaderm® Magnolia Extract 98	Cosphatec	0,20
22	1,2-Hexanediol	MinaCare™ Hexiol	Minasolve	3,00
31	Titanium Dioxide, Aluminum Hydroxide, Stearic Acid, Oleth-10, Polysorbate 20, Phenoxylethanol, Caprylyl Glycol, Aqua (Water)	Snow Ricotta	Sunjin Beauty Science	2,00
41	Helianthus Annuus (Sunflower) Seed Oil, Lavandula Angustifolia (Lavender) Flower Extract, Ascorbyl Palmitate, BHT	Lavender Oil	Provital	3,00
42	Palmitoyl Proline, Magnesium Palmitoyl Glutamate, Sodium Palmitoyl Sarcosinate	Sepifeel™ One	Seppic	4,00
43	Butyrospermum Parkii (Shea) Butter	Shea Butter	Gustav Heess	3,00
44	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Sepinov™ EMT 10	Seppic	0,50
51	Aqua (Water), Sodium Hydroxide	Sodium Hydroxide 20%		1,10
61	HDI/Trimethylol Hexyllactone Crosspolymer, Silica	SUNPU-170	Sunjin Beauty Science	10,00
71	Dehydroxanthan Gum	Amaze™ XT	AkzoNobel	3,00
			TOTAL	100,00

PROCEDURE

- 1- Add Water phase (10) to the main vessel and start mixing at 70-75°C.
- 2- Add phase (20) and (30) in phase (10), before emulsify.
- 3- Heat oil phase (40) to 70-75°C, and emulsify with high shear stirrer.
- 4- When the emulsion particle size has reached minimum, start cooling.
- 5- When the product reaches 45°C, add remaining phases. Mix until uniform.

CONTROL

Appearance:	Pale beige viscous mousse
pH:	5,20-6,00
Viscosity (20°C, spindle 7,100 rpm):	15.000 cps
Stability Test:	3 months at RT, 40°C and 50°C

WHAT IS IT?

If you want your products to stand out from the crowd you need to provide experiences to the customer. A nice formulation is not enough.

Here you have something else with this amazing purifying mask, suitable for oily skins.

The mask evolves in two different ways when you remove it. With water it develops a wonderful and soft mousse that must be rinsed off completely, or without water, it works as a gommage, rubbing it around the face...a bonus for the user !!!

The result is a super-soft, smooth, luminous, ready-for-treatment skin.

DIRECTIONS

Apply on clean skin as a mask and leave for 5 minutes.

Remove with water o massaging for a peeling (gommage) effect.



TONE-UP WATER DROP EMULSION

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
10	Aqua (Water)	Deion. Ster. Water		75,36
11	Sodium Chloride	Salt		1,50
12	Isopentyldiol, Pentyleneglycol, 1,2-Hexanediol	Makilene Feel	Daito Kasei	1,50
13	1,2-Hexanediol	MinaCare™ Hexiol	Minasolve	1,00
14	Magnolia Officinalis Bark Extract	Cosphaderm® Magnolia Extract 98	Cosphatec	0,20
15	Aqua (Water), Glycerin, Enteromorpha Compressa Extract, Caesalpinia Spinosa Gum, Potassium Sorbate, Sodium Benzoate	Homeostatine™ M.S.	Provital	1,50
16	Glycerin, Aqua (Water), Paeonia Lactiflora Root Extract, Trehalose, Potassium Sorbate, Sodium Benzoate	Detoskin™	Provital	2,00
17	Aqua (Water), Glycerin, Vaccinium Vitis-Idaea Fruit Extract, Xanthan Gum, Sodium Benzoate, Citric Acid, Gluconolactone, Calcium Gluconate	Lingostem™	Provital	2,00
18	Glycerin, Aqua (Water), Vaccinium Macrocarpon (Cranberry) Fruit Extract, Potassium Sorbate, Sodium Benzoate	Cranberry Extract GNB	Provital	1,00
19	Aqua (Water), Sodium Hydroxide	Sodium Hydroxide 20%		0,07
21	Polyglyceryl-4 Isostearate, Coco-Caprylate/Caprate, Distearidimonium Hectorite	EcoDropGel	Sunjin Beauty Science	5,00
22	Dicaprylyl Ether	Cosmacol OE	Sasol	5,00
23	Parfum (Fragrance)	Ralf	Eurofragrance	0,05
24	C13-15 Alkane	Neossance™ Hemisqualane	Amyris	2,00
25	Isododecane, Distearidimonium Hectorite, Propylene Carbonate	Hectonegel®-ISDV	Sunjin Beauty Science	0,10
31	Titanium Dioxide, Aluminum Hydroxide, Glycolipids	SMS-1 TiO2 R250	Daito Kasei	1,72
			TOTAL	100,00

A vertical strip of a repeating pattern featuring various objects like a comb, heart, and tools.

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A vertical strip of a collage featuring various objects like a laptop, a comb, a heart, and a pen, repeated twice.

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RICOTTA CALMING RITUAL

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
10	Aqua (Water)	Water deion. Ster.		77,59
11	Glyceryl Caprylate, Glyceryl Undecylenate	Lexgard® Natural	Inolex	0,50
12	Pentylene Glycol	Pentiol Green+™	Minasolve	2,00
13	Magnolia Officinalis Bark Extract	Cosphaderm® Magnolia Extract98	Cosphatec	0,20
14	Propanediol, Glycerin, Agastache Mexicana Flower/Leaf/Stem Extract	Agascal™ (*)	Provital	3,00
15	Polyacrylate Crosspolymer-6	Sepimax™ Zen	Seppic	1,30
16	Aqua (Water), Citric Acid	Citric Acid 50%		0,05
17	Propanediol, Enteromorpha Compressa Extract, Aqua (Water), Silybum Marianum Fruit Extract, Ocimum Sanctum Leaf Extract, Citric Acid	Dermasooth™	Provital	1,00
21	C13-15 Alkane	Neossance™ Hemisqualane	Amyris	8,00
22	Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Linseed) Seed Oil, Persea Gratissima (Avocado) Oil, Argania Spinosa Kernel Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Vitaoils Plus	Provital	1,50
23	Silica Dimethyl Silylate	HDK® H2O Pyrogenic Silica	Wacker Chemir	0,70
24	Parfum (Fragrance)	Muret Et Violetes	Eurfragrance	0,12
31	Silica, Titanium Dioxide	Sunsil Tin Natural White	Sunjin Beauty Science	0,80
32	Glycerin	Refined Glycerin 99,5%	Brenntag	3,00
41	Sodium Polyacrylate	Covacryl® MV 60	Sensient	0,20
51	Aqua (Water), Sodium Hydroxide	Sodium Hydroxide 20%		0,04
			TOTAL	100,00

*Agascal™ is not a China compliant active

PROCEDURE

- 1- Phase (10) at 45°C-50°C into vessel with agitation. Mix until uniform.
- 2- With agitation, add phase (30) into water phase. Mix until homogeneous.
- 3- In a separate vessel, add phase (20). Mix until uniform.
- 4- Emulsify slowly water phase (10+30) in oil phase (20). Immediately ricotta texture appears.
- 5- At the end, add (41) and then adjust the pH with (51). Mix until homogeneous.

CONTROL

Appearance:	White/pale beige ricotta emulsion
pH:	5,40-6,00
Viscosity (20°C, spindle 7, vel 100):	3.000-4.000 cps
Stability Test:	3 months at RT, 40°C and 50°C

WHAT IS IT?

Another way to surprise and delight your customers is creating innovative textures like this one that looks like ricotta cheese and allows layering for those who have embraced Asian beauty routines.

It is a light emulsion, rich in protective oils and emulsionant free. It contains Agascal™ for a calming effect.

DIRECTIONS

Apply on clean skin, after the lotion and /or the essence.



LIFTING MOISTURE BANK

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
11	Aqua (Water)	Deion. Sterile Water		68,49
12	Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water)	Dissolvine® GL-47-S	Akzo Nobel	0,20
13	Potassium Sorbate	Sorbato Potasico		0,20
14	Pentylene Glycol	Pentiol Green+™	Minasolve	3,00
15	Aqua (Water), Citric Acid	Citric Acid 50%		0,20
16	Sodium Chloride	Salt		0,40
17	Magnesium Sulfate	Magnesio sulfato 7-Hidrato		0,40
18	Glycerin, Aqua (Water), Calanthe Discolor Extract, Xanthan Gum, Sodium Benzoate, Calcium Gluconate, Gluconolactone	Orchistem™	Provital	2,00
19	Glycerin, Aqua (Water), Glycyrrhiza Glabra (Licorice) Root Extract, Potassium Sorbate, Sodium Benzoate	Licorice- Eco	Provital	1,50
21	Glycerin	Refined Glycerin, 99,5% PhEU	Brenntag	3,00
22	Xanthan Gum	Keltrol® CG-T	CP Kelco	0,10
23	Phenylpropanol, Propanediol, Caprylyl Glycol, Tocopherol	Sensiva® PA 40	Schülke	0,40
31	Aqua (Water), Sodium Hydroxide	Sodium Hydroxide 20%		0,11
41	C13-15 Alkane	Neossance™ Hemisqualane	Amyris	18,00
42	Corylus Avellana (Hazelnut) Seed Oil	Hazelnut Oil	Provital	2,00
51	Water (Aqua), Iron Oxides, Butylene Glycol, Synthetic Fluorphlogopite, Phenoxyethanol, Disodium Stearoyl Glutamate, Aluminum Dimyristate, Xanthan Gum, Aluminum Hydroxide	HPW-RPS-8P(30%)	MiyoshiKasei	0,001
			TOTAL	100,00

PROCEDURE

- 1- Procedure at RT.
- 2- Add phase (10) to vessel with agitation. Mix until uniform.
- 3- With agitation, add phase (20) into main bulk. Mix until homogeneous.
- 4- Adjust the pH with the ingredient (31) and add the ingredient (51) for colouring the phase.
- 5- In a separate vessel, add phase (40). Mix until uniform.
- 6- Pack separately, each airless with the 80% of weight with the water phase and the last 20% with the phase (40).

CONTROL

Appearance: Biphasic product, above, the no-colour transparent oil phase and below the reddish essence
pH (water phase): 5,20-5,50
Stability Test: 3 months at RT, 40°C and 50°C

WHAT IS IT?

Moisture is not a trend anymore, is a category itself. Moisturizing is the minimum value expected by consumers in any cosmetic product.

This formulation is an essence infused in oil, without emulsifiers, that keeps the skin hydrated, smoothes skin texture and has a lifting effect thanks to Orchistem™.
Light but powerful, also allows layering.

DIRECTIONS

Be sure to shake the container fully before pouring a few drops into the palm of your hands or onto a cotton pad. Apply on face after cleansing, before other products.
Avoid eye area.



REPAIRING SHAMPOO BAR

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
11	Sodium Cocoyl Isethionate, Stearic Acid	Pureact I-78/80	Innospec	38,00
12	Aqua (Water)	Deion. Ster. Water		9,70
13	Citric Acid, Aqua (Water)	Citric Acid 50%		0,50
14	Aqua (Water), Glycerin, Amaranthus Caudatus Seed Extract, Zea Mays (Corn) Starch, Benzyl Alcohol, Potassium Sorbate, Phenoxyethanol, Sodium Benzoate, Phenethyl Alcohol, Gluconolactone, Caprylyl Glycol, Calcium Gluconate, Tocopheryl Acetate	Ama-Prot	Provital	3,00
15	Propanediol, Aqua (Water), Glycerin, Cynara Scolymus (Artichoke) Leaf Extract, Sodium Benzoate, Gluconolactone, Calcium Gluconate	Keracyn™	Provital	3,00
16	Propanediol, Aqua (Water), Arginine, Lactic Acid, Glycine Soja (Soybean) Germ Extract, Triticum Vulgare (Wheat) Germ Extract, Scutellaria Baicalensis Root Extract, Sodium Benzoate, Gluconolactone, Calcium Gluconate	Baicapil™	Provital	2,00
21	Sucrose Palmitate	Sisterna PS750-C	Sisterna	1,00
22	Sodium Methyl Cocoyl Taurate	Pureact WS Conc In 40 LB PP	Innospec	27,00
23	Erythritol	Erylite®	Jungbunzlauer	6,00
31	Helianthus Annuus (Sunflower) Seed Oil, Cocos Nucifera (Coconut) Oil, Linum Usitatissimum (Linseed) Seed Oil, Persea Gratissima (Avocado) Oil, Argania Spinosa Kernel Oil, Macadamia Ternifolia Seed Oil, Olea Europaea (Olive) Fruit Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract	Vitaoils Plus	Provital	8,00
32	Sucrose Tetrastearate Triacetate	Sisterna A10E-C	Sisterna	1,50
41	Parfum (Fragrance)	Kenki Bamboo	Eurofragrance	0,30
			TOTAL	100,00

PROCEDURE

- 1- Add Water phase (10) to the main vessel and start mixing at 70-75°C.
- 2- Add separately, phase (20) and (30) in phase (10), at 70-75°C with convenient mixer.
- 3- When all the batch is uniform, introduce the fragrance.
- 4- When the product reaches 45°C, fill the pre-heated sticks.
- 5- Let the sticks at freezer for 12-24h, before the first use.

CONTROL

Appearance: White / off-white solid bar

pH (sol. 10%): 5,00-5,60

Stability Test: 3 months at RT and 40°C

WHAT IS IT?

Water and its management are a concern for more eco-conscious consumers today, many of them change their bathroom routines to use less water. In the same direction, some brands use recycled water during production, or create products that save water yet offer sensorial and active benefits.

This formulation is a clear example, a solid shampoo.

DIRECTIONS

Rub between hands to create a lather, or directly onto hair.

Massage into the hair and scalp then rinse clean.



ON-THE-GO HAIR SHERBET

PHASE	INCI / PCPC	TRADE NAME	SUPPLIER	w/w %
10	Aqua (Water)	Deion. Ster. Water		82,25
11	Trisodium Ethylenediamide Disuccinate	NatrIquest® E30	Innospec	0,15
12	Glyceryl Caprylate, Glyceryl Undecylenate	Lexgard® Natural	Inolex	0,50
13	Panthenol	D-Panthenol	DSM	0,30
14	Pentylene Glycol	MinaCare® Pentiol Green	Minasolve	3,00
21	Dehydroxanthan Gum	Amaze™ XT	Akzo Nobel	0,60
22	Sodium Polyacrylate Starch	Makimousse 25	Daito Kasei	0,50
31	Amodimethicone, C11-15 Pareth-7, Laureth-9, Glycerin, Trideceth-12	Dow Corn. CE-8170 AF Microemulsion	Dow Corning	4,00
32	Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride	Glucquat™ 125 Humectant	Lubrizol	0,50
33	Isopentyldiol	Isopentyldiol	Kuraray	4,00
41	Propanediol, Aqua (Water), Glycerin, Cynara Scolymus (Artichoke) Leaf Extract, Sodium Benzoate, Gluconolactone, Calcium Gluconate	Keracyn™	Provital	2,00
51	Aqua (Water), Glycerin, Hydrolyzed Ceratonia Siliqua (Carob) Seed Extract, Hydrolized Soy Protein, Zea Mays (Corn) Starch, Sodium Benzoate, Potassium Sorbate, Guar Hydroxypropyltrimonium Chloride, Polyquaternium-7, Polyquaternium-16	Keranutri™	Provital	2,00
61	Aqua (Water), Lactic Acid	Lactic Acid 50%		0,07
71	Bismuth Oxychloride, Mica, Chromium Oxide Green (CI 77299)	Bismica Green	Farmaquimia	0,03
81	Parfum (Fragrance)	Bugly Cos	Eurofragance	0,10
			TOTAL	100,00

PROCEDURE

- 1- Mix gently in main vessel at 45-50°C, phase (1).
- 2- Add phase (2) into (1) under stirring and keep until the product is homogeneous.
- 3- Then, add phases (3), (4), (5), (6), (7) and (8), one by one.
- 4- Take care with stirring in order no introduce air.

CONTROL

Appearance:	Sherbet gel, green color
pH:	6,00-6,50
Viscosity (20°C, spindle 6,100 rpm):	4.000-5.000 cps
Stability Test:	3 months at RT, 40°C and 50°C

WHAT IS IT?

No more bad hair days with this leave-on conditioner for hair that can be used any moment to restyle, keep style under control or reduce frizz.


The texture is like a refreshing sherbet that leaves a silky touch and your hairstyle ready for success.

DIRECTIONS

On-the-go conditioner. Leave-on. Can be applied anytime you need control your hair.








Anyone who keeps the ability to see
beauty never grows old

(Franz Kafka)





Provital

Do Care

