

e-NEWS

# NATURAL DEODORANTS

**Ecology, Sustainable development and Naturalness: the secret of innovation, also for deodorants**

**Organic** and **vegan** are key growing trends, capturing a real consumer demand for natural and **#cleanbeauty** products, which exhibit at the same time a high efficacy linked to **#biotech** ingredients

**C. Q. Massó supports you getting there!**

## Actives

**#biotech #microbiome #hero**

### Deobiome Noni PRCF

*Morinda Citrifolia callus Culture Lysate, Maltodextrin*

Organic deodorant | Microbiome | Stem cells

### Neolone™ Bio G

*Ethyl Lauroyl Arginate HCl, Glycerin*

Natural preservative | Cationic

### Verochic

*Shikimic Acid*

Exfoliating | Antimicrobial

## Absorbent powders

**#green #foodie**

### Natura-Tec Rice Starch

*Oryza Sativa Starch*

Rice starch | Powdered touch

### BambooSilk A

*Bambusa Arundinacea Stem Powder*

Bamboo powder | Soft touch

## Alternatives to Silicones

**#sustainable #slowbeauty**

### Natura-tec PLANTSIL

*Hydrogenated Ethylhexyl Olivat, Hydrogenated Olive Oil Unsaponifiables*

Olive | Cyclic alternative

### Natura-tec PLANTSIL XCITE-100

*Hydrogenated Ethylhexyl Olivat, Ricinus Communis Seed Oil, Phytosterols*

Olive and castor | Dimethicone 100 alternative

### Natura-tec PLANTSIL XCITE-350

*Hydrogenated Ethylhexyl Olivat, Ricinus Communis Seed Oil, Phytosterols*

Olive and castor | Dimethicone 350 alternative

## Consistency Agents

**#veggie #foodie #RSPOMB**

### Fatty Acids

palmitic, stearic, ... | Mass Balance

### Butters

shea, cocoa, mango...

### Waxes

bee, carnauba, candelilla, rice bran... | the vegan alternative to beeswax