

NORMA  ACTIVE

NATURAL COSMETIC ACTIVES

ACTIVE INGREDIENTS

NATURAL EXTRACTS

NATURAL SC-CO₂ OILS



"Clean Natural Active Ingredients" with proven efficacy claims

NATURAL HAIR CARE ACTIVES

FIND THE MISSING PIECE
TO HEALTHY HAIR
with **TRI-MEA™**



SPRING TIME
FOR SCALP
with **DANDELIX PRO™ CM**



SPRING TIME
FOR SCALP
with **DANDELIX PRO™**



VOLUMINOUS
EYELASHES & HAIR
with **BIOVOLUME 128™**



PROTECT
HAIR COLOR
with **CHROMAZONE™**



PROTECT
HAIR COLOR
with **CHROMAZONE™ SP**



ULTRA NOURISHMENT
FOR HAIR AND SCALP
with **BIOVITRIENT 124™**

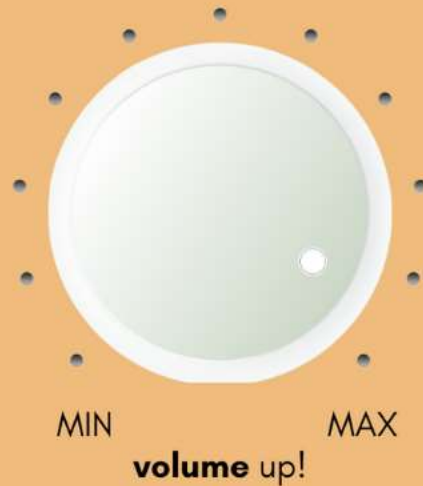


ULTRA NOURISHMENT
FOR HAIR AND SCALP
with **BIOVITRIENT 124™ UD**



VOLUMINOUS
EYELASHES & HAIR

with **BIOVOLUME 128™**



NORMACTIVE



NORMACTIVE

BIOVOLUME 128™

NATURAL VOLUMIZER

INCI:

Water, Glycerin, *Tilia tomentosa* Bud Extract

Recommended Use Level: 2.0-5.0%

Upcycled Part :Linden Buds

HIGHLIGHTS;

- Hair Volumizing
- Volume for Eyelashes
- Inclusive Product
- Upcycled Ingredient
- Gemmotherapy
- Instant Effect



A BUD TO BLOOM:
MAGICAL CAPSULE
of
BIOVOLUME 128™

[transform fine, thin strands into **full-bodied hair**]

BIOVOLUME 128™

HAIR & LASH VOLUMIZER



INCI

Water, Glycerin, *Tilia tomentosa* Bud Extract

Recommended Use Level: 2.0–5.0%



MOISTURE
UPTAKE **+6%**
CAPACITY

INCREASED
HAIR
VOLUME **30%**
AFTER FIRST WASH

APPLICATIONS

- Shampoo
- Styling Gel
- Conditioner
- Mascara

EFFECTS

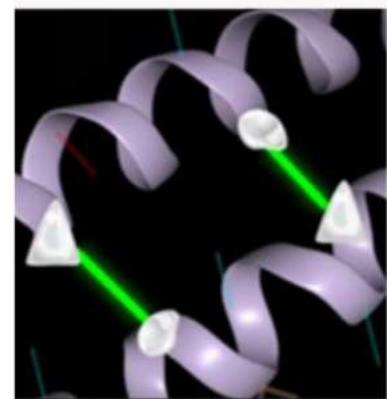
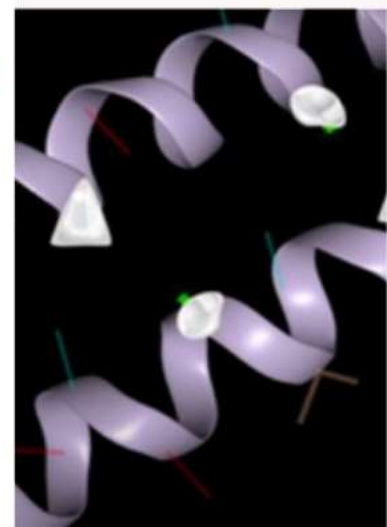
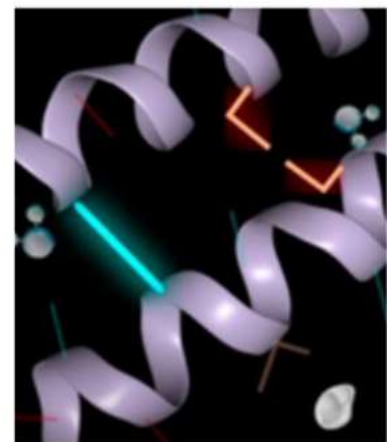
- Balanced hydration
- Natural hair & lash volumizing
- Voluminous Eyelashes
- Protective film

BIOVOLUME 128™
is rich in **Phytochemicals**

BIOVOLUME 128™ uses the advantage of:

- Salt linkage bonds
- Peptide bond
- Disulfide bond (keratin is rich in disulfide bond)
- Hydrogen bond

- Polysaccharides
- Glycoproteins
- Saponins
- Flavonoids
- Amino acids
- Mucilage
- Peptides





BIOVOLUME 128™

NORMACTIVE

APPLICATIONS 2%
VOLUME BOOSTER FOR
HAIR CARE PRODUCTS

+30% INSTANT
EFFECT

TREND ALERT!

SAY GOODBYE TO
DULL HAIR

with BIOVOLUME 128™

BIOVOLUME 128™ transform fine, thin strands into full bodied hair



TREND ALERT!
INSTANT EFFECT

SAY GOODBYE TO
DULL HAIR

with **BIOVOLUME 128™**

**INCREASE
VOLUME**

4X

**IN JUST
5 WASHES**



BIOVOLUME 128™ transform fine, thin strands into full bodied hair

NORMA ACTIVE

NATURAL COSMETIC ACTIVES

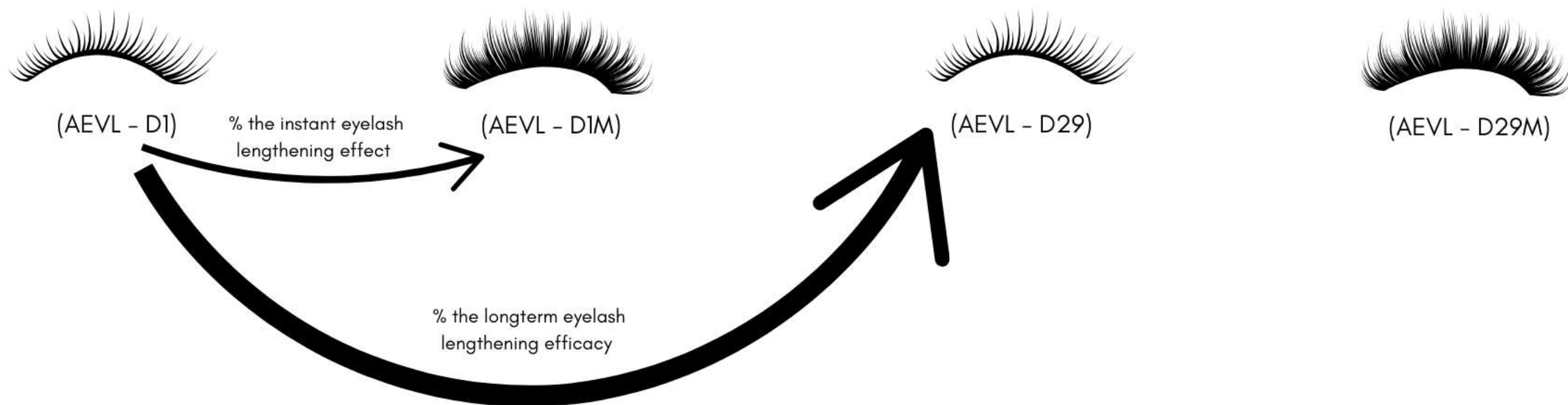
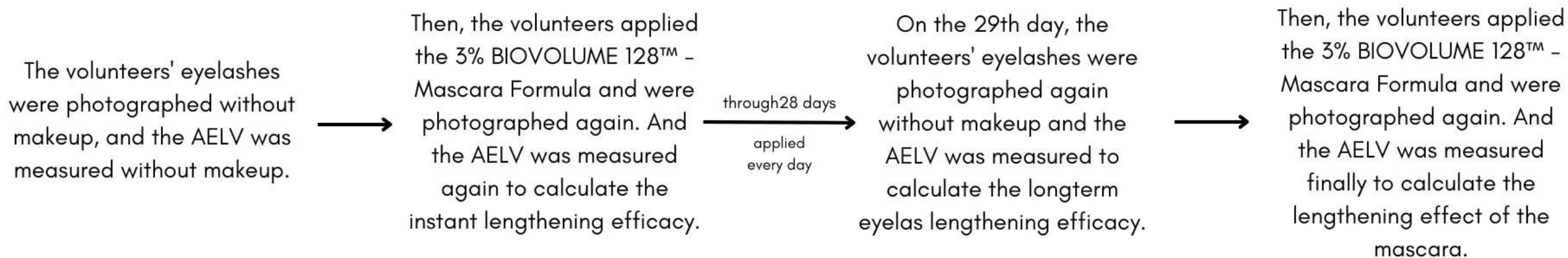
**Voluminous
eyelashes
with
100%
natural**

BIOVOLUME 128™



3% BIOVOLUME 128™ - MASCARA EVALUATION STUDY

Average Eyelash Length Value (AELV): The volunteers' eyelashes were measured from 10 different measurement points for both the right and left eyes, and the average of 20 measurements was taken to calculate the volunteers' "Average Eyelash Length Value" (AELV) in each measurement point.



VOLUNTEER 2

The volunteers' eyelashes were photographed without makeup, and the AELV was measured without makeup.

Then, the volunteers applied the 3% BIOVOLUME 128™ - Mascara Formula and were photographed again. And the AELV was measured again to calculate the instant lengthening efficacy.

through 28 days
applied every day

On the 29th day, the volunteers' eyelashes were photographed again without makeup and the AELV was measured to calculate the longterm eyelash lengthening efficacy.

Then, the volunteers applied the 3% BIOVOLUME 128™ - Mascara Formula and were photographed again. And the AELV was measured finally to calculate the lengthening effect of the mascara.



(AEVL - D1): 0,88

%5,75

instant eyelash
lengthening effect

(AEVL - D1M): 0,93

(AEVL - D29): 0,99

%5,96

instant eyelash
lengthening effect

(AEVL - D29M): 1,05

%13,54

% the longterm eyelash
lengthening efficacy



PRE/POST MENOPAUSAL WOMEN
TREND ALERT!
INCLUSIVITY
HAIR LOSS



NORM▲CTIVE
NEW APPROACH TO
ANTI-HAIR LOSS

DEAL WITH
**HAIR
THIN
NING**



with **BIOVOLUME 128™**

VOLUMINOUS LOOK FOR
PRE/POST MENOPAUSAL WOMEN
WITH IONIC INTERACTIONS OF BIOVOLUME 128™

BIOVOLUME 128™ transform fine, thin strands into full bodied hair

BIOVOLUME 128™

[transform fine, thin strands into **full-bodied hair**]



+30%
volume

VOLUMIZING

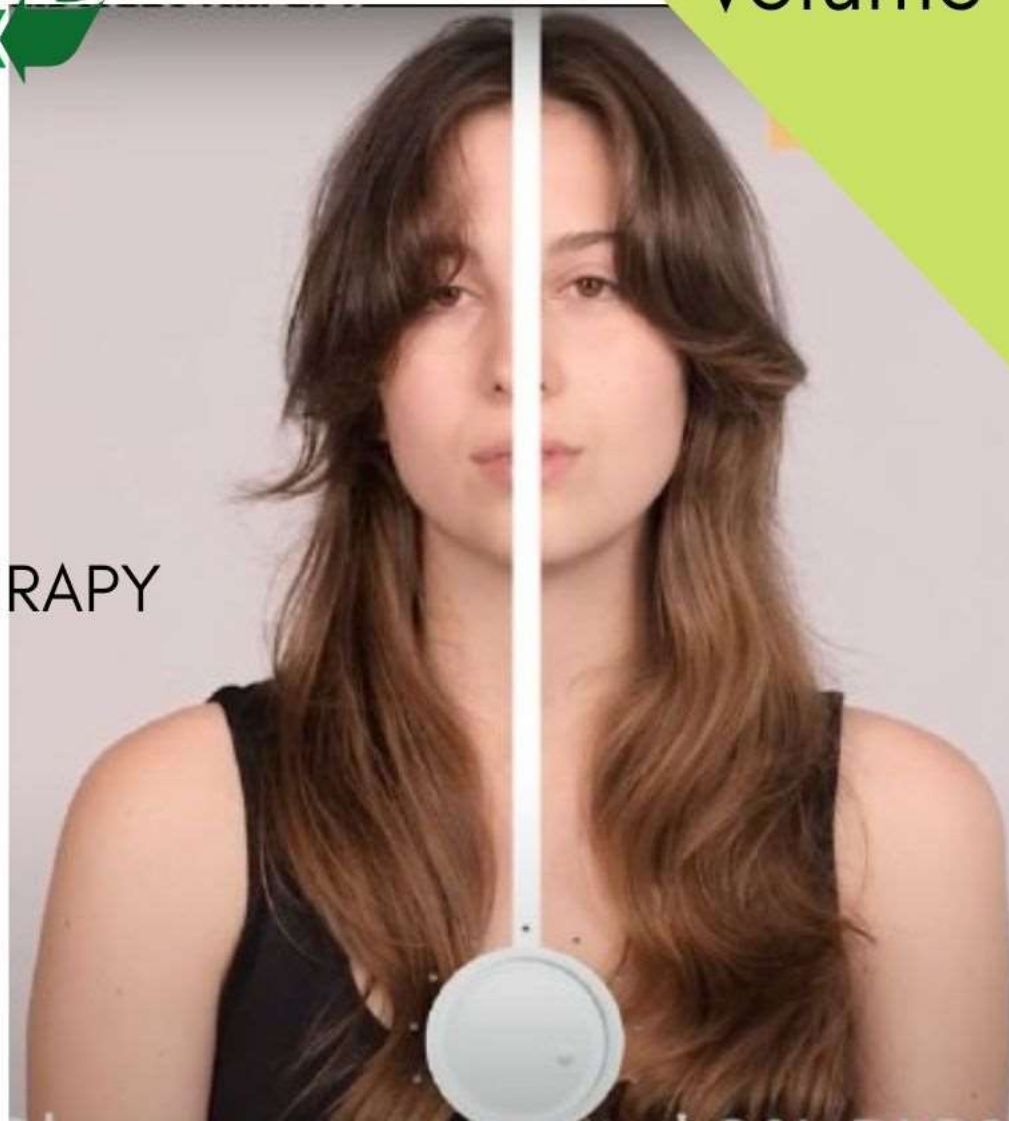
CLEANSING

CIRCULAR
ECONOMY
APPROACH

GEMMOTHERAPY

UPCYCLED

CIRCULAR BEAUTY



VOLUMINOUS EYELASHES & HAIR

with **BIOVOLUME 128™**



DANDELIX PRO™



NORMACTIVE
NATURAL COSMETIC ACTIVES

SPRING TIME
FOR SCALP

with **DANDELIX PRO™**



NORMA^{ACTIVE}



DANDELIX PRO™

ANTI-DANDRUFF ACTIVE

INCI:

Water/Aqua, Glycerin, Panthenol, *Rosmarinus officinalis* Leaf Extract, *Nasturtium officinale* Extract, *Salvia officinalis* Leaf Extract, Niacin, Biotin

Recommended Use Level: 2.5–3.0%

HIGHLIGHTS;

- Dandruff Elimination
- Sebum Regulation
- Scalp Treatment
- Microbiome Balancing
- Instant Effect
- Anti-Itchiness

FIRST WASH CHALLENGE

ANTI
DANDRUFF
ITCHINESS
REDNESS



TREND ALERT!

INSTANT EFFECT

firstwashchallenge

100% IMPROVEMENT ON SCALP

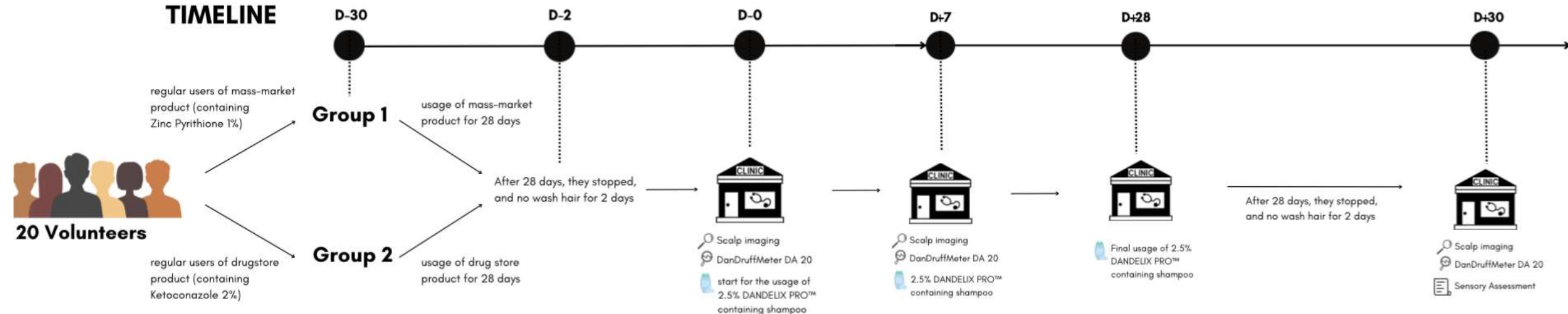


DANDELIX PRO™

NORMACTIVE



TIMELINE



DANDELIX PRO™ – End of dandruff season spring time for scalp



in vivo efficacy

NORMACTIVE

DANDELIX PRO™ – ANTI-DANDRUFF ACTIVITY

Group 1: The efficacy of DANDELIX PRO™ on the mass-market product (containing Zinc Pyrithione 1%) regular consumers



Group 2: The efficacy of DANDELIX PRO™ on drugstore product (containing Ketoconazole 2%) consumers



DANDELIX PRO™

72%

DANDRUFF REDUCTION AFTER
ONE WEEK

90%

DANDRUFF REDUCTION AFTER
FOUR WEEKS



100%

IMPROVEMENT

SCALP CARE

BALANCED SCALP MICROBIOME

#FIRSTWASHCHALLENGE

SPRING TIME
FOR SCALP

with **DANDELIX PRO™**



SPRING TIME
FOR SCALP

with **DANDELIX PRO™ CM**

NORM▲CTIVE



TREND ALERT!
BEST IN CLASS
MICROBIOME FRIENDLY
NATURAL ANTI-DANDRUFF
ACTIVE WITH
GRADE 1.1

**MICRO
BIOME
FRIENDLY**



REPAIRED &
HEALTHIER SKIN

with **ROSECOCKTAIL™**



NORMACTIVE



COSMOS
APPROVED

ROSECOCKTAIL™

UPCYCLED OIL COCKTAIL

OBTAINED BY SUPERCRITICAL CO₂ EXTRACTION TECHNOLOGY

VIT A
VIT E

INCI:

Prunus armeniaca Kernel Oil, *Prunus persica* Kernel Oil, *Rosa canina* Seed Oil

Recommended Use Level: 0.1-2.0%

HIGHLIGHTS;

- Antioxidant Activity
- Collagen Enhancement
- Anti-Inflammatory
- Protection Of Water Content
- Anti-Pigmentation
- Tight Junctions Improvement
- Well-aging
- Moisturizing
- Skin Barrier Improvement

ROSE COCKTAIL™



AN UPCYCLED TOUCH FOR

skin
care



hair
care



ROSECOCKTAIL™

NORMACTIVE

BEFORE

AFTER



SINGLE APPLICATION

1% ROSECOCKTAIL™ Conditioner

WEIGHT
LESS
STRAIGHT
MORE

ROSECOCKTAIL™



ROSECOCKTAIL™ PRELIMINARY RESULTS

BEFORE AFTER



APPLICATION

1 x Base Shampoo
1 x 1% ROSECOCKTAIL™ Conditioner*

CONTROL



APPLICATION

1 x Base Shampoo
1 x 1% ROSECOCKTAIL™ Conditioner*

1%* ROSECOCKTAIL™



BASE SHAMPOO

components

• Water /Aqua	up to 100
• Polyquaternium-10	0.3
• Sodium lauryl ether sulphate	15.5
• Cocamidopropyl Betaine %35	6.5
• Cocoamide DEA	1.0
• D-panthenol	0.5
• Sodium pca	0.5
• Disodium EDTA	0.05
• Aqua and sodium levulinate and potassium sorbate	1.8
• Sodium chloride	1.2
• Citric Acid	q.s.

STRAIGHTENING EFFECT CONDITIONER

components

• Water /Aqua	89.215
• Citric Acid	0.035
• Behentrimonium Chloride(CA)	2.0
• Cetoceterearyl Alcohol 30/70	5.5
• Emuldac AS 25	1.0
• ROSECOCKTAIL	1.0
• BENCIL ADM(silicone)	1.0
• Microcare IT	0.1
• Essence	0.15

* formulated by incorporating 1% ROSECOCKTAIL™ into a base conditioner formulation.



ROSECOCKTAIL™

NORMACTIVE

HAIR SALON QUALITY AT HOME

Natural Straightening Efficacy without
Heat Treatment





ROSECOCKTAIL™ - SALON QUALITY STRAIGHTENING

BEFORE



AFTER



BASE SHAMPOO X1



STRAIGHTENING EFFECT CONDITIONER X1

SINGLE APPLICATION



ROSECOCKTAIL™ - SALON QUALITY STRAIGHTENING

BEFORE



BASE SHAMPOO X1



STRAIGHTENING EFFECT CONDITIONER X1

SINGLE APPLICATION

AFTER





ROSECOCKTAIL™ - SALON QUALITY STRAIGHTENING

Formulation Details

BASE SHAMPOO

components

• Water /Aqua	up to 100
• Polyquaternium-10	0.3
• Sodium laurylether sulphate	15.5
• Cocamidopropyl Betaine %35	6.5
• Cocoamide DEA	1.0
• D-panthenol	0.5
• Sodium pca	0.5
• Disodium EDTA	0.05
• Aqua and sodium levulinate and potassium sorbate	1.8
• Sodium chloride	1.2
• Citric Acid	q.s.

STRAIGHTENING EFFECT CONDITIONER

components

• Water /Aqua	89.215
• Citric Acid	0.035
• Behentrimonium Chloride(CA)	2.0
• Cetoceterearyl Alcohol 30/70	5.5
• Emuldac AS 25	1.0
• ROSECOCKTAIL	1.0
• BENCIL ADM(silicone)	1.0
• Microcare IT	0.1
• Essence	0.15

REPAIRED &
HEALTHIER SKIN

with **ROSECOCKTAIL™**

EXTRACTION TECHNOLOGY

**SUPER
CRI
TICAL**



**UPCYCLED
OIL
COCKTAIL**

**ZERO
SOLVENT
HERO
CONTENT**



ROSECOCKTAIL™

TRI-MEA™

TRI+2 IN ONE

NORMA ACTIVE
NATURAL COSMETIC ACTIVES



Version No 002 Feb 2024

FIND THE MISSING PIECE
TO HEALTHY HAIR

with **TRI-MEA™**



NORMACTIVE



TRI-MEA™

NATURAL CONDITIONER BOOSTER



INCI:

Water/Aqua, Glycerin, Lecithin, Oleic Acid,
Triticum vulgare Germ Extract

Recommended Use Level: 1.0-4.0%

Upcycled Part: *Triticum vulgare* Germ Extract

HIGHLIGHTS;

● LIP  NORM
TECHNOLOGY

● Upcycled Ingredient

● Heat Protection

● Anti-frizz & Easy-Combing

● Gloss & Shine

● Cuticle & Split End Repair

NORM▲ACTIVE

FIND THE MISSING PIECE
TO HEALTHY HAIR

with **TRI-MEA™**

TREND ALERT!

MULTI FUNCTIONAL ISM



TRI+2 ONE

SPLIT END REPAIR

GLOSS

ANTI-FRIZZ

EXTRA
BONUS

HEAT PROTECTION

EASY COMBING

TRI- IN ONE

SPLIT END REPAIR

GLOSS

ANTI-FRIZZ



HEAT PROTECTION

EASY COMBING



TRI-MEA™ - SPLIT END REPAIR

NORMACTIVE

rinse off performance - ex vivo efficacy | **Conditioner Formulation**

Silicone Booster

SINGLE APPLICATION

Study Frame Work

- Bleached Hair Tresses divided for two groups
- Base Shampoo application for 30 seconds & Rinsed (x1)
- Conditioner application for 60 seconds (x1)
- Rinsed with tap water for 30 seconds
- Observed with SEM.

Positive Control

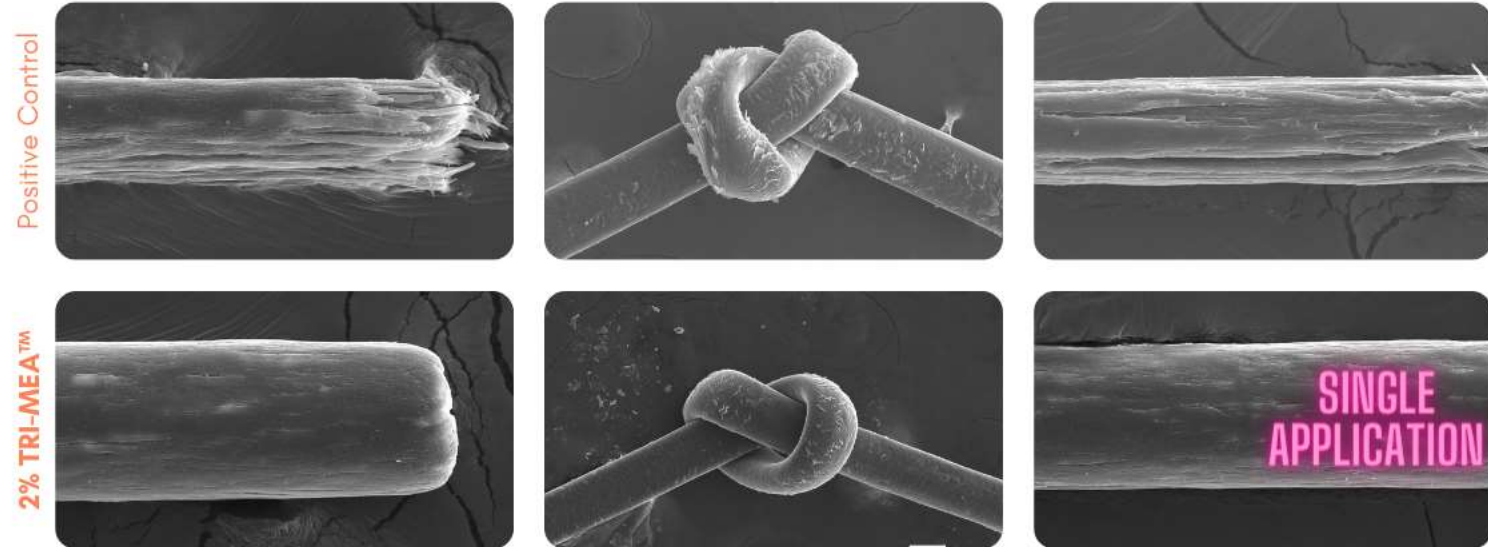
Base Shampoo (Silicone Free)
Base Conditioner (1% Amodimethicone)

2% TRI-MEA™

Base Shampoo (Silicone Free)
Base Conditioner (1% Amodimethicone + 2% TRI-MEA™)

CAUSES OF SPLIT ENDS

- Rough brushing
- Hard-combing
- Dryness
- Backcombing
- Styling with heat
- Perming
- Color treatments
- Bleaching perming



*SEM Observations for Cuticle Status of Control and 2% TRI-MEA™ Applied Hair Fibers

**LIPID-BASED FILM LAYER
REPAIRS CUTICLE & SPLIT ENDS
BOOSTS CONDITIONING EFFECT**



TRI-MEA™ - REAL-TIME EFFICACY

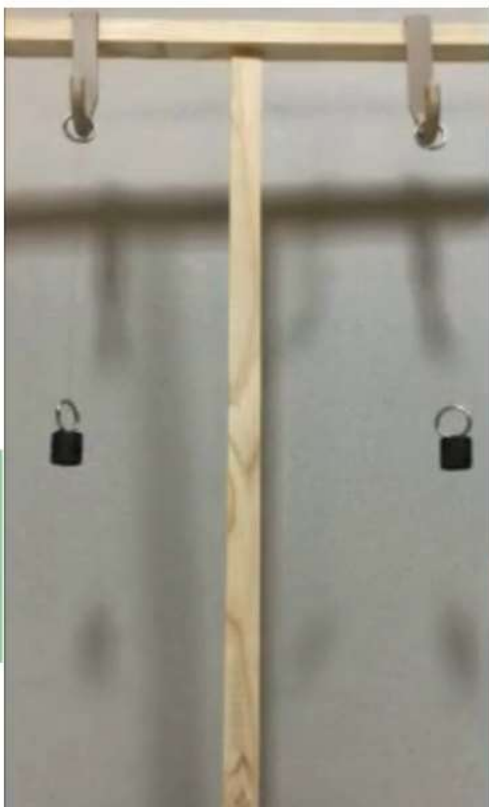
NORMACTIVE

mix performance - ex vivo efficacy | **Serum, Shampoo & Conditioner**

BREAKING STRENGTH TEST

Silicone Booster

Control



TRI-MEA™

Study Frame Work

- Virgin hair fibers were divided into two groups
- Serum application for 30 seconds & Rinsed (x5)
- Shampoo application for 30 seconds & Rinsed (x5)
- Conditioner application for 60 seconds & Rinsed (x5)
- Observed with SEM.

Control

Base Serum

Base Shampoo (Silicone Free)

Base Conditioner (1% Amodimethicone)

2% TRI-MEA™

Base Serum (+ 2% TRI-MEA™)

Base Shampoo (Silicone Free + 2% TRI-MEA™)

Base Conditioner (1% Amodimethicone + 2% TRI-MEA™)

“ |



HAIR
CARE”



TRI-MEA™ - ANTI-FRIZZ EFFECT

NORMACTIVE

rinse off performance - ex vivo efficacy | **Anti-frizz & Conditioning Booster**

Silicone Booster

Study Frame Work

- Shampoo application for 30 seconds
- Rinsed with tap water for 30 seconds
- Conditioner application for 60 seconds
- Rinsed with tap water for 30 seconds
- Virgin hair tresses were air-dried in an environmentally controlled laboratory
- x10 cycles

1% SILICONE

Base Shampoo (Silicone Free)

Conditioner (1% Silicone)

1% + 2% TRI-MEA™

Base Shampoo (Silicone Free)

Conditioner (1% Amodimethicone + 2% TRI-MEA™)

**SILICONE
EFFECT
PERFECTED**

BASELINE



SHAMPOO



1% Silicone
CONDITIONER



BASELINE



SHAMPOO



1% Silicone+2% TRI-MEA™
CONDITIONER



TRI-MEA™

ANTI-FRIZZ ACTIVITY

KEEPS HUMIDITY AROUND THE HAIR SHAFT,
MINIMIZES THE FRIZZ

GLOSS EFFICACY

GIVES SHINE, SMOOTHNESS AND LUBRICITY
TO THE HAIR

HEAT PROTECTION

FORMS A PROTECTIVE FILM LAYER THAT
MIMICS 18-MEA AROUND HAIR FIBER AND
PROTECTS HAIR AGAINST HEAT TREATMENTS

CURE FOR SPLIT ENDS

RESTORES CUTICLE INTEGRITY REPAIRS
SPLIT ENDS



EASY-COMBING

IMPROVED SENSORIAL FEELING,
EASE OF WET & DRY COMBING

BOOST CONDITIONING

NATURAL CONDITIONING BOOSTER,
ALTERNATIVE TO SILICONE

LIPONORM TECHNOLOGY

PENETRATE ON & INTO HAIR SHAFT FOR
POWERFUL PROTECTION

UPCYCLED CONTENT

CONTRIBUTES TO CIRCULAR BEAUTY
WITH UPCYCLED WHEAT GERM EXTRACT

PROTECT
HAIR COLOR

with **CHROMAZONE™**



Formulated in a liposome-based delivery system, CHROMAZONE™ is designed for long-lasting color retention in dyed hair.

NORMA  **ACTIVE**
NATURAL COSMETIC ACTIVES



PROTECT
HAIR COLOR

with **CHROMAZONE™**



NORMA^{ACTIVE}

CHROMAZONE™

LOCKS HAIR COLOR



INCI:

INCI: Water, Lecithin, *Punica granatum* Pericarp Extract

Recommended Use Level: 1.0-3.0%

Upcycled Part: *Punica granatum* Pericarp Extract

HIGHLIGHTS;



LIP  NORM
TECHNOLOGY



Potent Antioxidant



Upcycled Ingredient



Hair Color Protection



Cuticle (UV) Protection



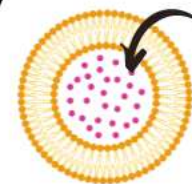
Leave-On & Rinse-Off
Formulations

CHROMAZONE™

NORMACTIVE



● Liposome Technology



● *Punica granatum*
pericarp extract

● Potent antioxidant content

Punicalagin

Ellagic acid

● Upcycled Ingredient



Pomegranate Pericarp Extract

🔒 CHROMAZONE™ locks hair color

PROTECT
HAIR COLOR
with CHROMAZONE™



NORMA ACTIVE

NATURAL COSMETIC ACTIVES

PROTECT
HAIR COLOR

with **CHROMAZONE™**



WHAT'S ON THE MARKET?



WHAT'S ON THE MARKET?



INCI

SHAMPOO

AQUA (WATER, EAU), SODIUM C14-16 OLEFIN SULFONATE, SODIUM COCOAMPHOACETATE, LAURETH-5 CARBOXYLIC ACID, ETHOXYDIGLYCOL, PEG-18 GLYCERYL OLEATE/COCOATE, PEG-40 HYDROGENATED CASTOR OIL, BORAGO OFFICINALIS SEED OIL, **PUNICA GRANATUM PERICARP EXTRACT**, COTA TINCTORIA FLOWER/LEAF/STEM EXTRACT, HELICHRYSUM ITALICUM EXTRACT, LINUM USITATISSIMUM (LINSEED) SEED EXTRACT, VERBASCUM DENSIFLORUM FLOWER/STEM EXTRACT, GLYCERIN, PHENOXYETHANOL, POLYQUATERNIUM-53, CAPRYLYL GLYCOL, POLYQUATERNIUM-10, **PHENETHYL ALCOHOL**, SODIUM GLUCEPTATE, CITRIC ACID, POLYSORBATE 20, PEG-120 METHYL GLUCOSE DIOLEATE, **LECITHIN**, SODIUM BENZOATE, POTASSIUM SORBATE, **1,2-HEXANEDIOL**, PARFUM (FRAGRANCE), BENZYL BENZOATE, HYDROXYCITRONELLAL, BENZYL ALCOHOL

WHAT'S ON THE MARKET?



INCI

CONDITIONER

AQUA (WATER, EAU), SODIUM C14-16 OLEFIN SULFONATE, SODIUM COCOAMPHOACETATE, LAURETH-5 CARBOXYLIC ACID, ETHOXYDIGLYCOL, PEG-18 GLYCERYL OLEATE/COCOATE, PEG-40 HYDROGENATED CASTOR OIL, BORAGO OFFICINALIS SEED OIL, **PUNICA GRANATUM PERICARP EXTRACT**, COTA TINCTORIA FLOWER/LEAF/STEM EXTRACT, HELICHRYSUM ITALICUM EXTRACT, LINUM USITATISSIMUM (LINSEED) SEED EXTRACT, VERBASCUM DENSIFLORUM FLOWER/STEM EXTRACT, GLYCERIN, PHENOXYETHANOL, POLYQUATERNIUM-53, CAPRYLYL GLYCOL, POLYQUATERNIUM-10, **PHENETHYL ALCOHOL**, SODIUM GLUCEPTATE, CITRIC ACID, POLYSORBATE 20, PEG-120 METHYL GLUCOSE DIOLEATE, **LECITHIN**, SODIUM BENZOATE, POTASSIUM SORBATE, **1,2-HEXANEDIOL**, PARFUM (FRAGRANCE), BENZYL BENZOATE, HYDROXYCITRONELLAL, BENZYL ALCOHOL

WHAT'S ON THE MARKET?



INCI

LEAVE-IN TREATMENT

AQUA (WATER, EAU), DIMETHICONE, HYDROXYPROPYL STARCH PHOSPHATE, BORAGO OFFICINALIS SEED OIL, **PUNICA GRANATUM PERICARP EXTRACT**, COTA TINCTORIA FLOWER/LEAF/STEM EXTRACT, HELICHRYSUM ITALICUM EXTRACT, LINUM USITATISSIMUM (LINSEED) SEED EXTRACT, VERBASCUM DENSIFLORUM FLOWER/STEM EXTRACT, GLYCERIN, PROPANEDIOL, DIMETHICONOL, AMODIMETHICONE, POLYQUATERNIUM-37, HYDROXYPROPYLGLUCONAMIDE, PHENYL TRIMETHICONE, PPG-1 TRIDECETH-6, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, SODIUM GLUCEPTATE, POLYQUATERNIUM-53, HYDROXYPROPYLAMMONIUM GLUCONATE, TRIDECETH-12, CITRIC ACID, BENZOIC ACID, **LECITHIN**, DIPROPYLENE GLYCOL, **PHENETHYL ALCOHOL**, POLYSILICONE-19, SORBIC ACID, CETRIMONIUM CHLORIDE, **1,2-HEXANEDIOL**, PHENOXYETHANOL, TARTARIC ACID, PARFUM (FRAGRANCE), BENZYL ALCOHOL, BENZYL BENZOATE, HYDROXYCITRONELLAL

WHAT'S ON THE MARKET?



INCI

SHAMPOO

AQUA (WATER, EAU), SODIUM C14-16 OLEFIN SULFONATE, SODIUM COCOAMPHOACETATE, LAURETH-5 CARBOXYLIC ACID, ETHOXYDIGLYCOL, PEG-18 GLYCERYL OLEATE/COCOATE, PEG-40 HYDROGENATED CASTOR OIL, BORAGO OFFICINALIS SEED OIL, **PUNICA GRANATUM PERICARP EXTRACT**, COTA TINCTORIA FLOWER/LEAF/STEM EXTRACT, HELICHRYSUM ITALICUM EXTRACT, LINUM USITATISSIMUM (LINSEED) SEED EXTRACT, VERBASCUM DENSIFLORUM FLOWER/STEM EXTRACT, GLYCERIN, PHENOXYETHANOL, POLYQUATERNIUM-53, CAPRYLYL GLYCOL, POLYQUATERNIUM-10, **PHENETHYL ALCOHOL**, SODIUM GLUCEPTATE, CITRIC ACID, POLYSORBATE 20, PEG-120 METHYL GLUCOSE DIOLEATE, **LECITHIN**, SODIUM BENZOATE, POTASSIUM SORBATE, **1,2-HEXANEDIOL**, PARFUM (FRAGRANCE), BENZYL BENZOATE, HYDROXYCITRONELLAL, BENZYL ALCOHOL

WHAT'S ON THE MARKET?



INCI

LEAVE-IN HYDRATING CONDITIONER

AQUA, PARFUM, GLYCERIN, PEG-40 HYDROGENATED CASTOR OIL, CITRIC ACID, POLYQUATERNIUM-11, SODIUM BENZOATE, POLYQUATERNIUM-37, POTASSIUM SORBATE, **LECITHIN**, **PUNICA GRANATUM PERICARP EXTRACT**, HYDROLYZED SOY PROTEIN, BIOTIN, BIOTINOYL TRIPEPTIDE-1, CAESALPINIA SPINOSA GUM, ENTEROMORPHA COMPRESSA EXTRACT, FUCUS VESICULOSUS EXTRACT, LITHOTHAMNION CALCAREUM EXTRACT, PORPHYRA UMBILICALIS EXTRACT, UNDARIA PINNATIFIDA EXTRACT, PANTHENOL, PHENOXYETHANOL, ISOPROPYL ALCOHOL, CAPRYLYL GLYCOL, TREHALOSE, ETHYLHEXYLGLYCERIN, TETRASODIUM EDTA, LINALOOL, GERANIOL, HYDROXYCITRONELLAL, CITRONELLOL, LIMONENE

WHAT'S ON THE MARKET?



INCI

PROTECTIVE AQUA MIST

AQUA (WATER/EAU), GLYCERIN, POLYSORBATE 20, PUNICA GRANATUM (POMEGRANATE) PERICARP EXTRACT, LECITHIN, 1,2-HEXANEDIOL, BENZYL ALCOHOL, PARFUM (FRAGRANCE).

ULTRA NOURISHMENT
FOR HAIR AND SCALP

with **BIOVITRIENT 124™**

NORMA**ACTIVE**
NATURAL COSMETIC ACTIVES



BIOVITRIENT 124™ – Ultra nourishment for hair and scalp

ULTRA NOURISHMENT
FOR HAIR AND SCALP

with **BIOVITRIENT 124™**



NORMA^{ACTIVE}

BIOVITRIENT 124™

HAIR NOURISHMENT

INCI:

Water, Glycerin, *Betula alba* Leaf Extract, *Chamomilla recutita* Flower Extract, *Equisetum arvense* Extract, *Urtica dioica* Leaf Extract, *Aloe barbadensis* Leaf Extract, *Humulus lupulus* Extract, *Arctium lappa* Root Extract, *Salvia officinalis* Leaf Extract, *Camellia sinensis* Leaf Extract, *Lawsonia Inermis* Extract, *Panicum miliaceum* Seed Extract, Niacin, Biotin, Panthenol

Recommended Use Level: 2.0–5.0%

HIGHLIGHTS;

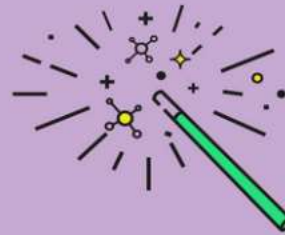
- Cuticle Protective Field
- Restores Natural Shine
- Increased Moisture Uptake
- Hair Nourishment
- Scalp Nourishment
- Instant Effect

"Clean Natural Active Ingredients" with proven efficacy claims

SCULPTING A VISION OF
TIMELESS BEAUTY
with **SMARTEEN™**



MAGIC TOUCH TO EYE
CONTOUR. BRIGHTER LOOK
with **BIOMIRA 112™**



LEAVE THE POLLUTION
BEHIND
with **POLLUFENCE™**



REPAIRED &
HEALTHIER SKIN
with **ROSECOCKTAIL™**



OLIVE DERIVED
SQUALENE



IMPROVED
MICROCIRCULATION
with **RUSCOGENINS 92-103**

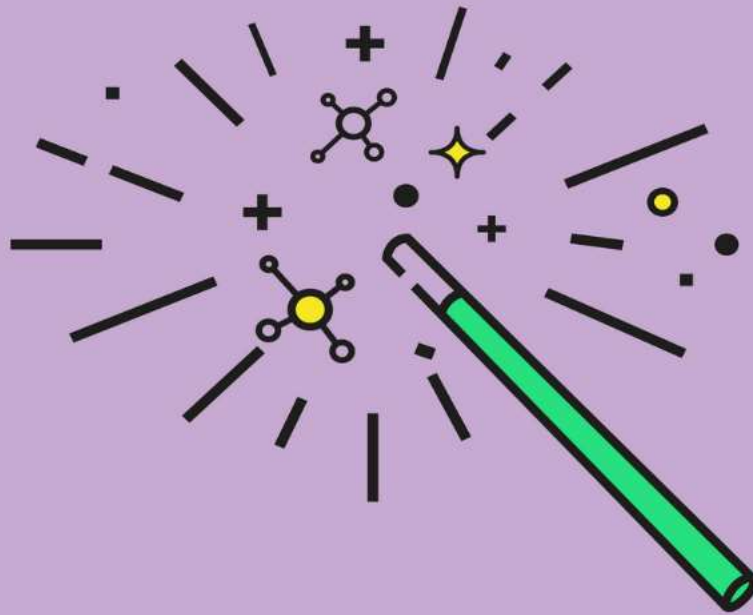


NATURAL
SKIN CARE **ACTIVES**



MAGIC TOUCH TO EYE
CONTOUR. BRIGHTER LOOK

with **BIOMIRA 112™**



NORMA**ACTIVE**
NATURAL COSMETIC ACTIVES



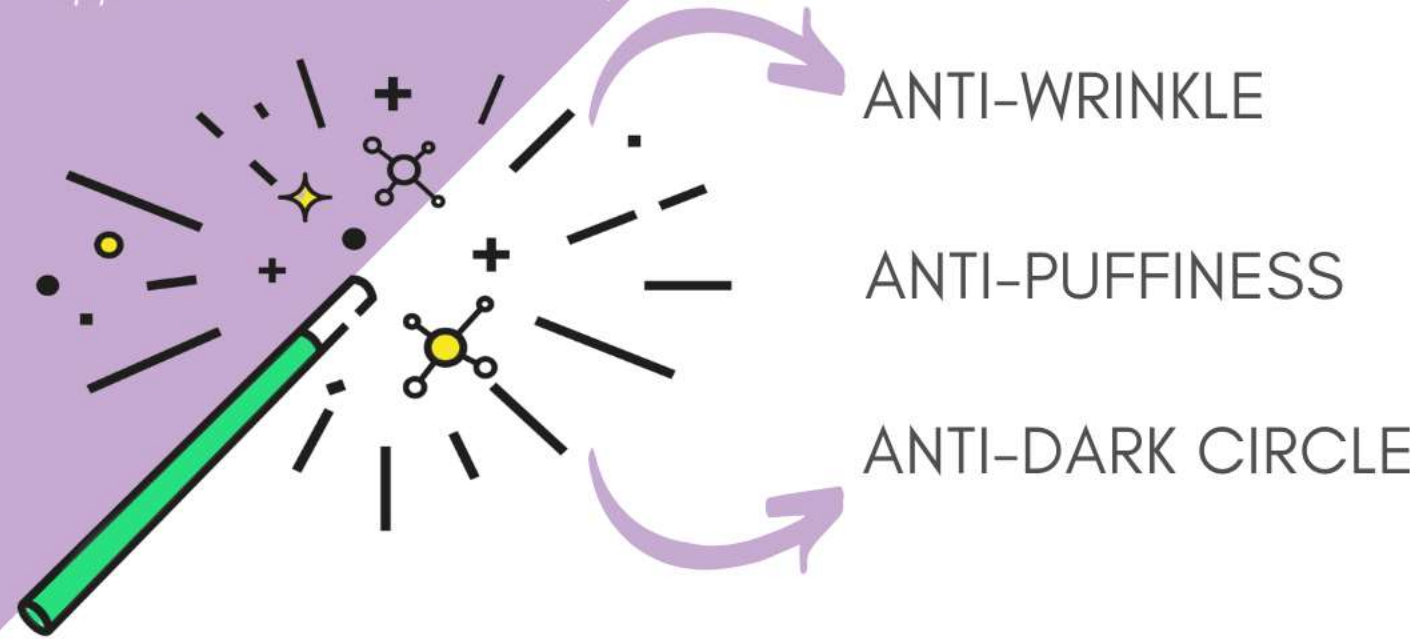
Version No 001 Jan 2024

BIOMIRA 112™ – Magic Touch To Eye Contour

BIOMIRA 112™

INCI Name

Water/Aqua, Glycerin, *Camellia sinensis* Leaf Extract, *Vitis vinifera* Seed Extract, *Aesculus hippocastanum* Seed Extract, Hydrolyzed Wheat Protein



BIOMIRA 112™ dramatically improves the severe signs of aging around the eyes in mature skin. It provides a total eye contour care approach focusing on three major concerns: wrinkles, puffiness, and dark circles.

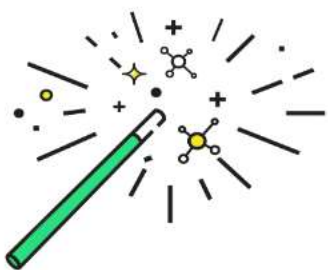
NORM▲CTIVE

BIOMIRA 112™



natural
active
ingredient
for
brighter look

BIOMIRA 112™ - Magic Touch To Eye Contour



in vitro efficacy

NORMACTIVE

BIOMIRA 112™ – WELL-AGING EFFECT CELL PROLIFERATION

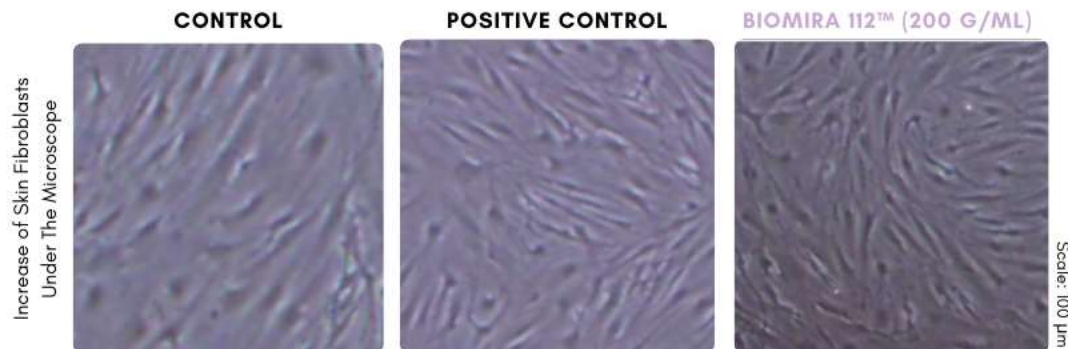
Study Frame Work

Cell proliferation test is a test method that detects BrdU (5-bromodeoxyuridine) that is binding to DNA. This method, which is based on the replacement of the BrdU molecule with thymidine in the DNA of proliferating cells, is based on marking the cells in the S phase with BrdU and monitoring the progress of this marked cell group. In the study, human skin fibroblast cell line HS68 (ATCC CRL-1635) was used. Cells were grown in special media prepared for skin fibroblast cell cultures and treated with passages and steps as ATCC recommended until test materials were applied. Four groups containing control and positive control, and two different doses of the test material were studied in 5 replicates. Only medium was used in the control group. As a positive control, ellagic acid was used. At the end of the 72 hours of incubation, the cell proliferation situation in human skin fibroblast cell lines was determined by adding an anti-BrdU-peroxidase antibody by using the Roche Cell Proliferation Elisa BrdU Version 16 Kit.

Control Group – Incubation of fibroblasts with DMEM (72 Hours)

Positive Control Group – Incubation of fibroblasts with Ellagic Acid (72 Hours)

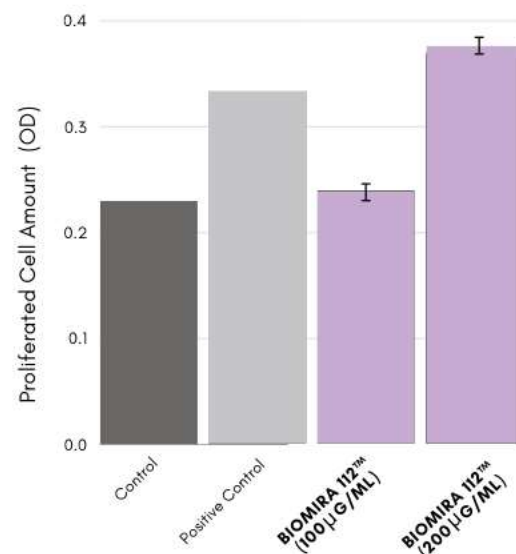
BIOMIRA 112™ – Incubation of fibroblasts with 100 & 200 µg/ml of BIOMIRA 112™ (72 Hours)



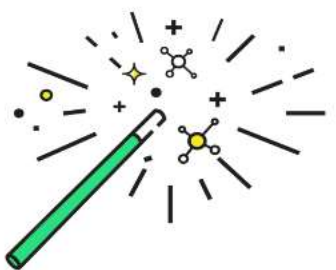
Cell Proliferation (OD=Optical Density)

	AVARAGE+SD
NEGATIVE CONTROL	0.23±0.02
POSITIVE CONTROL	0.33±0.01*
BIOMIRA 112™ (100 µG/ML)	0.24±0.02
BIOMIRA 112™ (200 µG/ML)	0.37±0.04*

*p<0.01



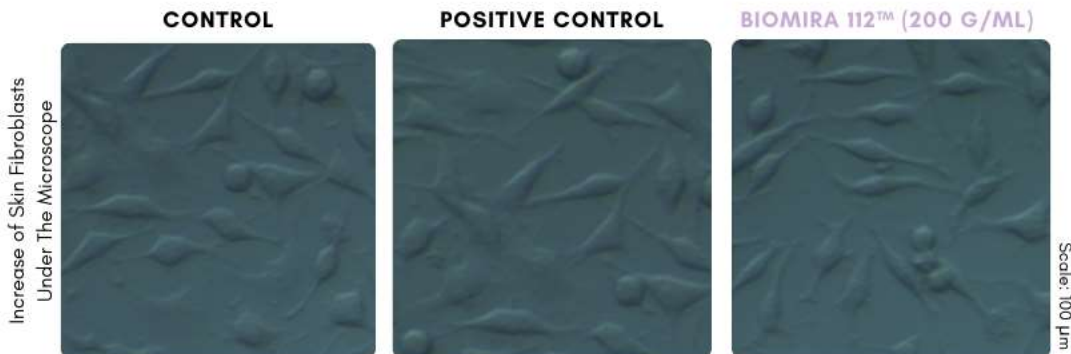
BIOMIRA 112™ Increases Cell Proliferation in Skin Fibroblasts
60.86% enhancement of cell proliferation in skin fibroblasts.



in vitro efficacy

NORMACTIVE

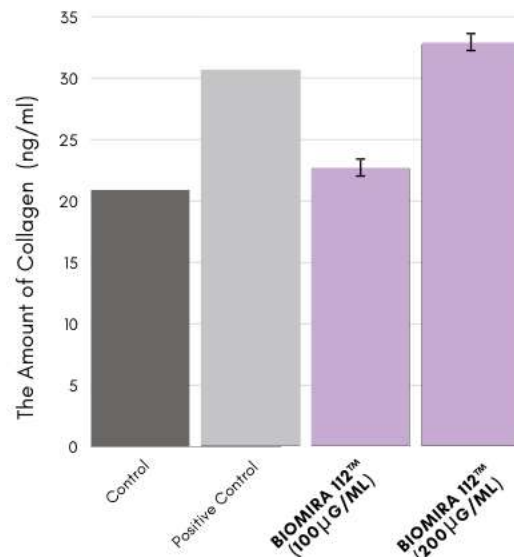
BIOMIRA 112™ – WELL-AGING EFFECT COLLAGEN IMPROVEMENT



Enhancement in Collagen Production (ng/ml)

	AVARAGE±SD
CONTROL	20.91±1.14
POSITIVE CONTROL	30.71±2.07*
BIOMIRA 112™ (100 μG/ML)	22.69±1.88*
BIOMIRA 112™ (200 μG/ML)	32.79±1.78*

*p<0.01



Study Frame Work

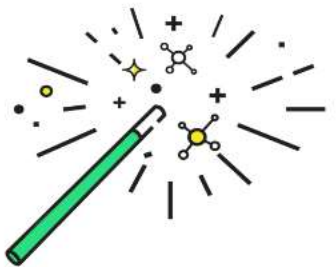
The study was performed on the human skin fibroblast cell line (HS68 (ATCC CRL-1635)). Cells were grown in special media prepared for skin fibroblast cell cultures and treated with passages and steps as ATCC recommended until test materials were applied. Four groups containing control and positive control, and two different doses of the test material were studied in 5 replicates. Only medium was used in the control group. As a positive control, ellagic acid was used. Type I Collagen-α amounts in human skin fibroblast cell lines were determined by using the Human Collagen α1 ELISA Kit after 48 hours of incubation.

Control Group - Incubation of fibroblasts with DMEM (48 Hours)

Positive Control Group - Incubation of fibroblasts with Ellagic Acid (48 Hours)

BIOMIRA 112™ - Incubation of fibroblasts with 100 & 200 μg/ml of BIOMIRA 112™ (48 Hours)

BIOMIRA 112™ Enhances Collagen Type I Synthesis by Upregulating COL1A1 Gene Expression
57.14% enhancement of collagen levels in skin fibroblasts.

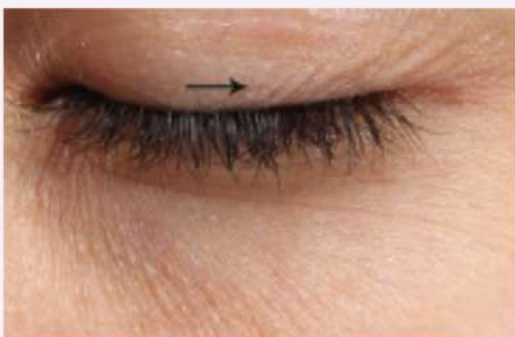


BIOMIRA 112™ – BEFORE&AFTER

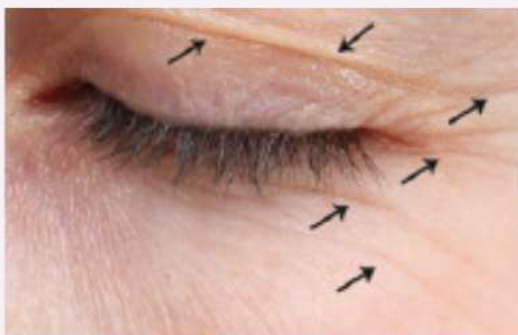
BEFORE

AFTER

PLACEBO CREAM



2% BIOMIRA 112™



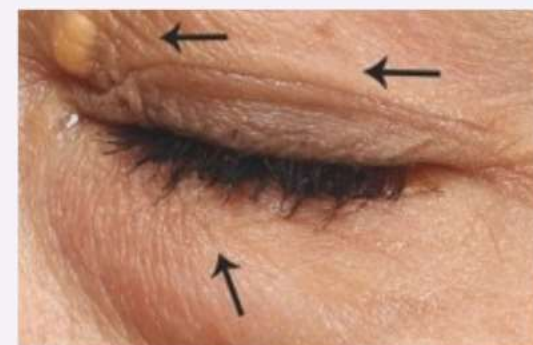
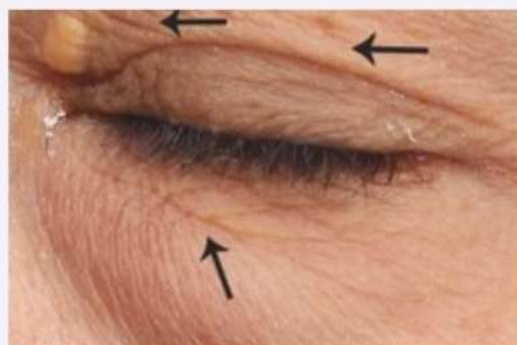
BEFORE

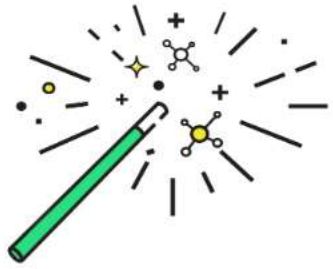
AFTER

PLACEBO CREAM



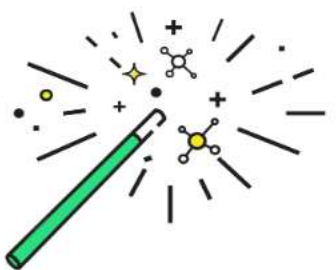
2% BIOMIRA 112™





BIOMIRA 112™ – BEFORE & AFTER



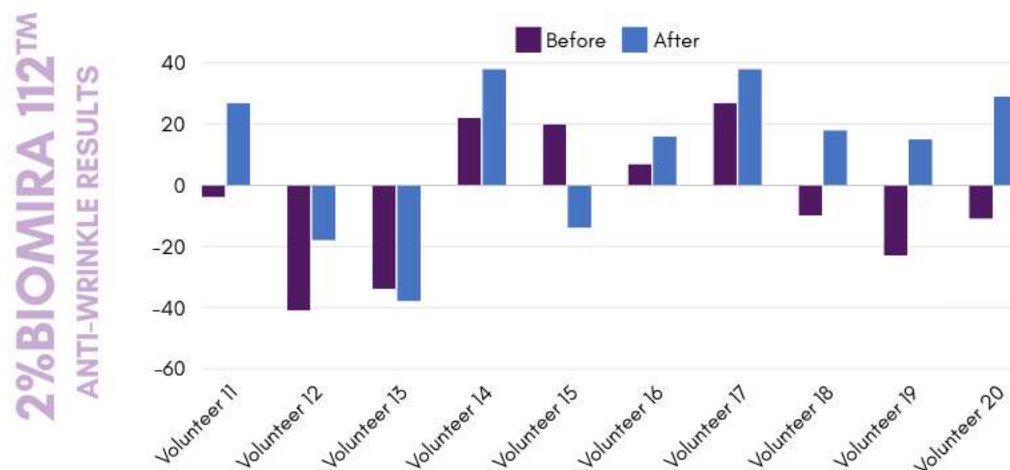
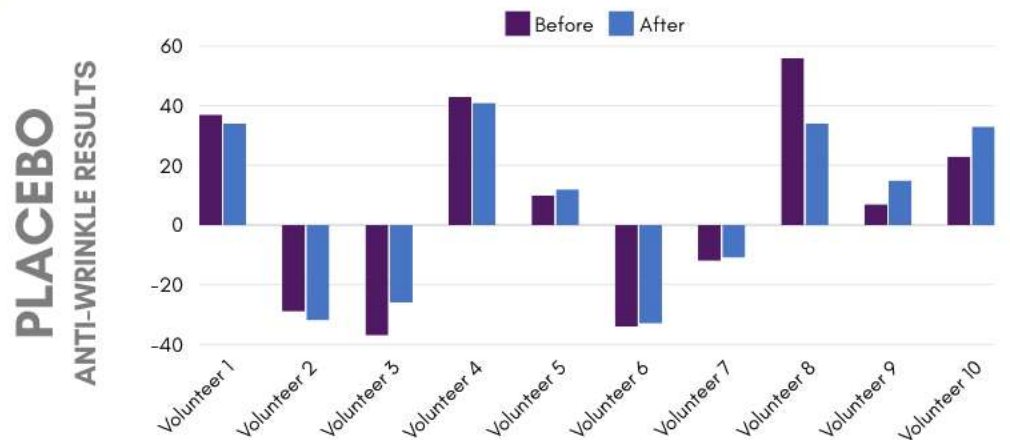


in vivo efficacy

NORMACTIVE

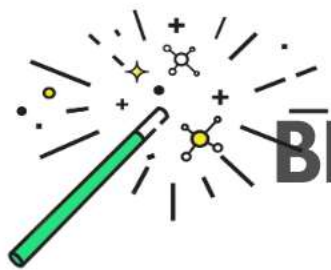
BIOMIRA 112™ – WELL-AGING EFFECT

IMPROVE EYE CONTOUR & ANTI-WRINKLE



+16.8 ANTI-WRINKLE EFFICACY

4.4x AGAINST PLACEBO:
BETTER IMPROVEMENT



BIOMIRA 112™

INCI

Water/Aqua, Glycerin, *Camellia sinensis* Leaf Extract, *Vitis vinifera* Seed Extract, *Aesculus hippocastanum* Seed Extract, Hydrolyzed Wheat Protein

+

Potassium sorbate,
Sodium benzoate, Citric acid



RECOMMENDED USE LEVEL

2.0-5.0%

pH

3.5-5.0

COLOR

Amber to claret red liquid

ODOR

Characteristic

Formulation Tips

Temperature Stability: Up to 60 °C (for up to 3h)

pH Stability: 3-9

Solubility: Water, glycols

Formulation Guideline: Incorporate during the cooling phase of the formulation.

Regulatory Data

- China Listed
- EU CosIng Listed
- Japan ENCS Listed
- Taiwan TCSI Listed
- Korea KECL Listed
- Canada DSL Listed
- Australia AICS Listed
- New Zealand NZIoC Listed
- Philippines PICCS Listed

BIOMIRA 112™

NORMA**A**CTIVE

15.8% REDUCTION IN WRINKLE STATUS

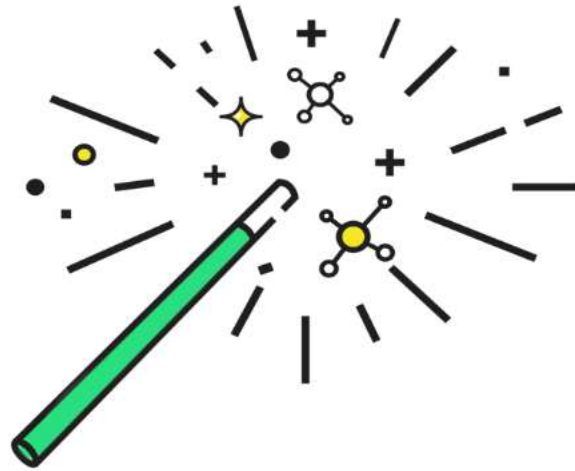
AFTER ONLY 28 DAYS
IN A CREAM FORMULATION

60.86% INCREASE IN CELL PROLIFERATION

FIGHTS AGAINST OXIDATIVE STRESS
BY INCREASING CELL VIABILITY

57.14% ENHANCEMENT OF COLLAGEN RESIDUES

REPLENISHES SKIN &
IMPROVES AGED-LOOKING SKIN



SHOWS STRONG ANTIOXIDANT EFFECTS

SCAVENGES FREE RADICALS
BETTER THAN TROLOX

50.12% REDUCTION IN TYROSINASE

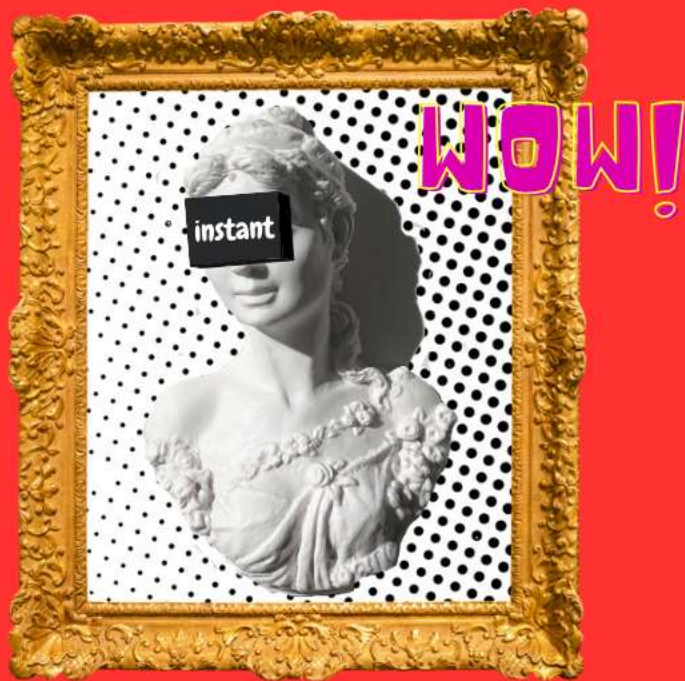
REDUCES EXCESSIVE MELANIN
CONTENT & HYPERPIGMENTATION

IMPROVE EYE CONTOUR AREA

PROVIDES TOTAL
EYE CONTOUR CARE

SCULPTING A VISION OF TIMELESS BEAUTY

with **SMARTEEN™**



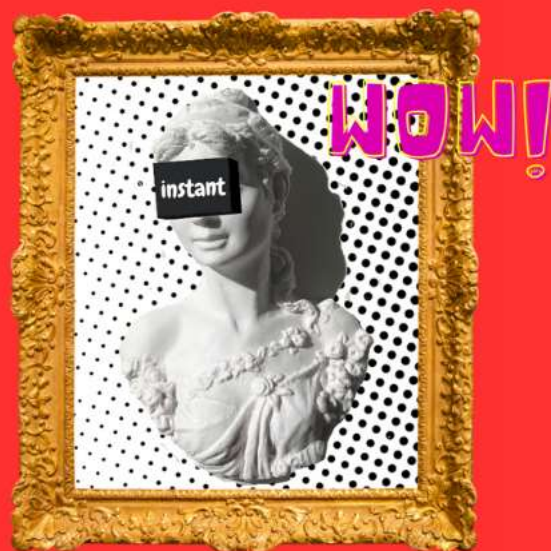
NORMACTIVE
NATURAL COSMETIC ACTIVES

Version No 002 Apr 2024

SMARTEEN™ sculpting a vision of timeless beauty

SCULPTING A VISION OF
TIMELESS BEAUTY

with **SMARTEEN™**



NORMACTIVE



SMARTEEN™

INSTANT NEUROBEAUTY

INCI:

Ruscogenin, Neoruscogenin

Recommended Use Level: 0.1-0.5%

SOOTHING

MICROCIRCULATION ENHANCER

ANTI-REDNESS

REDUCTION IN WRINKLES

TYROSINASE INHIBITION

EYE BAGS REDUCTION

ENHANCEMENT OF COLLAGEN LEVELS

NEUROCOSMETIC ACTIVE

WOW!



PURE MOLECULES

**UNDERGOES A
REFINED
PURIFICATION
PROCESS,
REMINISCENT OF AN
ARTISTIC
CREATION**

WOW! SMARTEEN™ sculpting a vision of timeless beauty

NORMACTIVE

IN THE BLINK OF AN EYE:



INSTANT
EFFECT



SMARTEEN™ POWER: INSTANT RESULTS

IN VITRO EFFICACY TESTS

CLAIM	EFFICACY	PERFORMED ON	DETERMINED BY	RESULTS
BROWN SPOTS ELIMINATION	ANTI-TYROSINASE EFFECT	Human Epidermal Melanocyte Cell Line (HEM)	Human Tyrosinase ELISA Kit	 INHIBIT THE TYROSINASE ENZYME BY 46.60%  PREVENT HYPERPIGMENTATION
ANTI-DARK CIRCLE ANTI-WRINKLE	MICROCIRCULATION IMPROVEMENT COLLAGEN IMPROVEMENT	Human Skin Fibroblast Cell Line (HS68 (ATCC CRL-1635))	Human Collagen α1 ELISA Kit	 ENHANCES THE SYNTHESIS OF COLLAGEN TYPE I BY UPREGULATING THE EXPRESSION OF THE COL1A1 GENE  69.29% ENHANCEMENT OF COLLAGEN LEVELS IN SKIN FIBROBLASTS
ANTI-REDNESS	ANTI-INFLAMMATORY EFFECT	Human Epidermal Keratinocyte Cell Line (HEKa)	Human IL-6 ELISA Kit	 INHIBITS THE RELEASE OF PROINFLAMMATORY CYTOKINE AND INFLAMMATION IN THE PRESENCE OF AN INFLAMMATION-INDUCING FACTOR; TNF-ALPHA  PROTECTIVE PROPERTIES AGAINST INFLAMMATION RESULT IN A NOTABLE 20.62% REDUCTION

SMARTEEN™ POWER: INSTANT RESULTS

IN VIVO EFFICACY TESTS

STUDY 	VOLUNTEERS 	USAGE 	ANALYSIS 	RESULTS 
1 Placebo controlled, Pilot Instrumental Assessment Study	12 Volunteers Asian Women & Men	for 3 Days Applied Twice a Day 0.1% SMARTEEN™ Eye Serum	Photo Imaging Results Observed on Day 3	Eye Bags Reduction After 3 Days
2 Placebo controlled, Single-Blind Study	30 Volunteers European Women & Men	for 28 Days Applied Twice a Day 0.1% SMARTEEN™ Eye Serum	VISIA-CR Results Observed on Day 3 & Day 28	1.3% Reduction In Eye Bags After 3 Days 8.6% Reduction In Eye Bags After 28 Days 1.2% Reduction In Dark Circles Appearance After 3 Days 11% Reduction In Dark Circles Appearance After 28 Days 4.32% Reduction In Erythema Levels After 3 Days 3.5% Reduction In Erythema Levels After 28 Days
3 Placebo controlled, Double-Blind Study	10 Volunteers Caucasian Women	for 7 Days Applied Twice a Day 0.1% SMARTEEN™ Face Cream	VISIA Results Observed on Day 7	10.60% Reduction In Object Number For Brown Spots After 7 Days 11.7% Reduction In The Wrinkle & Crow's Feet Appearance After 7 Days 15.00% Reduction In Object Number For Red Areas After 7 Days
4 Placebo controlled, Single-Blind Study	7 Volunteers Caucasian Women	for 28 Days Applied Once a Day 0.1% SMARTEEN™ Face Cream	API-100 Results Observed on Day 5, Day 12 & Day 28	14.85% Reduction In Melanin Content After 5 Days 24.85% Reduction In Melanin Content After 12 Days 32.42% Reduction In Melanin Content After 28 Days
5 Real Time Efficacy Study	2 Volunteers Caucasian Women	Single Application 0.1% SMARTEEN™ Eye Serum	Photo Imaging Results Observed after 20 min	Eye Bags Reduction in 20 min

WOW! SMARTEEN™ sculpting a vision of timeless beauty

NORMACTIVE



EYE BAGS REDUCTION

0.1% SMARTEEN™ - *in vivo* efficacy

0.1% SMARTEEN™



Volunteer 20

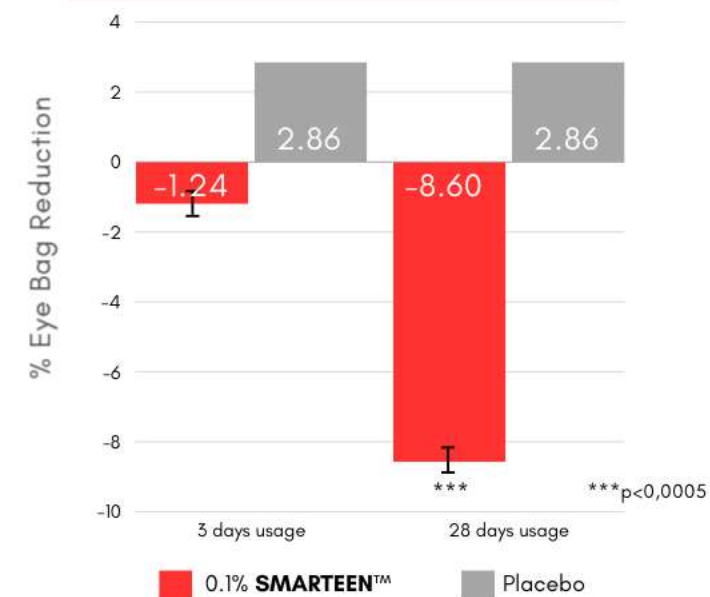
NORMACTIVE

Study Frame Work

Placebo - Base eye serum twice a day (morning & night) for 28 days

0.1% SMARTEEN™ - 0.1% SMARTEEN™-containing eye serum twice a day (morning & night) for 28 days

*Macroscopic images were captured at each time point using VISIA-CR.



WOW! SMARTEEN™ sculpting a vision of timeless beauty



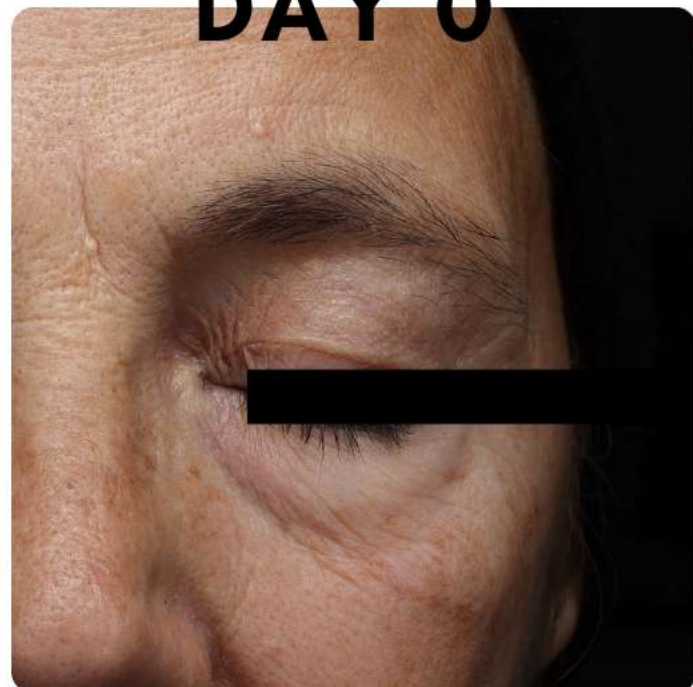
EYE BAGS REDUCTION

0.1% SMARTEEN™ - *in vivo efficacy*

NORMA ACTIVE

DAY 0

DAY 28



8.6%
REDUCTION IN
EYE BAGS

AFTER 28 DAYS WITH
ANTI-ELASTASE AND
MICROCIRCULATION-ENHANCING
ACTIVITY

Volunteer 18

0.1% SMARTEEN™

WOW! SMARTEEN™ sculpting a vision of timeless beauty



EYE BAGS REDUCTION

0.1% SMARTEEN™ - *in vivo efficacy*

NORMACTIVE

BEFORE

DAY 3

BEFORE

DAY 3



Volunteer #12



Volunteer #5



Volunteer #8



Volunteer #9



Volunteer #2



Volunteer #6



STUDY 1 - w/EYE SERUM

Placebo vs 0.1%
SMARTEEN™

12 Volunteers

3 DAYS x TWICE A DAY

by Photo Imaging

EYE BAGS REDUCTION AFTER

3 DAYS

SCULPTING A VISION OF
TIMELESS BEAUTY

with **SMARTEEN™**

NORM▲CTIVE

TREND ALERT!
MICROBIOME FRIENDLY
NATURAL ACTIVE

WOW!

**MICRO
BIOME
FRIENDLY**



GRADE 1.5



WOW! SMARTEEN™ sculpting a vision of timeless beauty

SMARTEEN™

NORMACTIVE

8.6% REDUCTION IN EYE BAGS

AFTER 28 DAYS WITH ANTI-ELASTASE
AND MICROCIRCULATION-ENHANCING ACTIVITY

11.0% REDUCTION IN DARK CIRCLES

WITH ANTI-TYROSINASE AND
COLLAGEN-ENHANCING ABILITY

10.6% REDUCTION IN BROWN SPOTS

SIGNIFICANT REDUCTION IN BROWN SPOTS OBJECT
NUMBER BY 10.58% AFTER ONLY 7 DAYS



11.7% IMPROVEMENT ON WRINKLE STATUS

AFTER ONLY 7 DAYS WITH
COLLAGEN-ENHANCING ABILITY

15.0% REDUCTION IN REDNESS

REFLECTING ITS
ANTI-INFLAMMATORY EFFECT
AT THE CELLULAR LEVEL

STRESS-LESS BEAUTY THROUGH NEUROCOSMETICS

SOLUTION OF STRESS-RELATED SKIN PROBLEMS
BY USING THE SKIN-BRAIN CONNECTION

NON-INVASIVE PLUMPING EFFECT

with **LIPSTHICK™**



natural cinnamon
maximum ginger
thicker lip mint thicker
cooling instant volume
hydration hyaluronic acid
cinnamon sensocosmetics
fuller look volume thicker
instant lip plumping

NORMA  **ACTIVE**
NATURAL COSMETIC ACTIVES

Version No 001 Sep 2024

NON-SURGICAL PLUMPING EFFECT
with **LIPSTHICK™**

natural cinnamon
maximum ginger
thicker lip mint thicker
cooling instant volume
hydration hyaluronic acid
cinnamon sensocosmetics
fuller look volume thicker
instant lip plumping



LIPSTHICK™

NATURAL LIP PLUMPER

INCI:

Caprylic capric triglyceride, *Mentha arvensis* Leaf Oil,
Zingiber officinale Root Oil, *Cinnamomum cassia* Oil,
Lecithin, Glycerin, Water/Aqua, Hyaluronic Acid

Recommended Use Level: 8.0-10.0%

HIGHLIGHTS;

- Hydration
- Circulation Boosting
- Liposome Technology
- Plumping Effect
- Well-aging
- Instant Effect

natural cinnamon
maximum ginger
cooling instant volume
hydration hyaluronic acid
cinnamon verbena essential
instant lip plumping

LIPSTHICK™



YES CINNAMON

PLEASE!



natural cinnamon
maximum ginger
cooling instant volume
hydration hyaluronic acid
cinnamyl mentha
instant lip plumping

LIPSTHICK™

NORMACTIVE

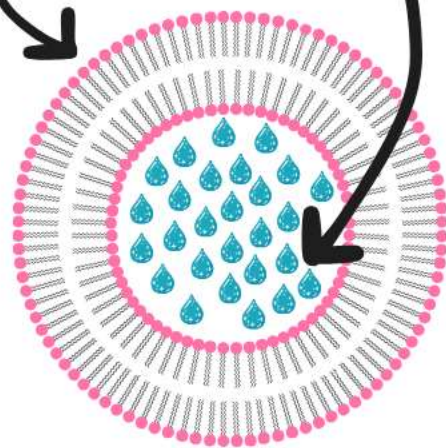
LIPSTHICK™ by LIPNORM
TECHNOLOGY

increases
penetration

hydration + enhancement
in water uptake

LECITHIN

HYALURONIC ACID



CAPRYLIC CAPRIC
TRIGLYCERIDE



tingling + plumping
effect

JAPANESE
MINT



CINNAMON



GINGER

warming + natural flush
+ sinergetic effect with
mentha

cooling effect +
circulation booster

LIPSTHICK™ Non-invasive plumping effect

NORM▲CTIVE

Voluminous lips with 100% natural LIPSTHICK™

NOTOX LIP CARE PRODUCTS OFFER A
SAFE ALTERNATIVE TO
COSMETIC PROCEDURES, APPEALING TO
CONSUMERS WHO ARE WARY OF
NEEDLES, TOXINS, OR POTENTIAL SIDE
EFFECTS BUT STILL DESIRE FULLER,
YOUNGER-LOOKING LIPS.

#NOTOX



LIPSTHICK™ Non-invasive plumping effect

NORM▲CTIVE

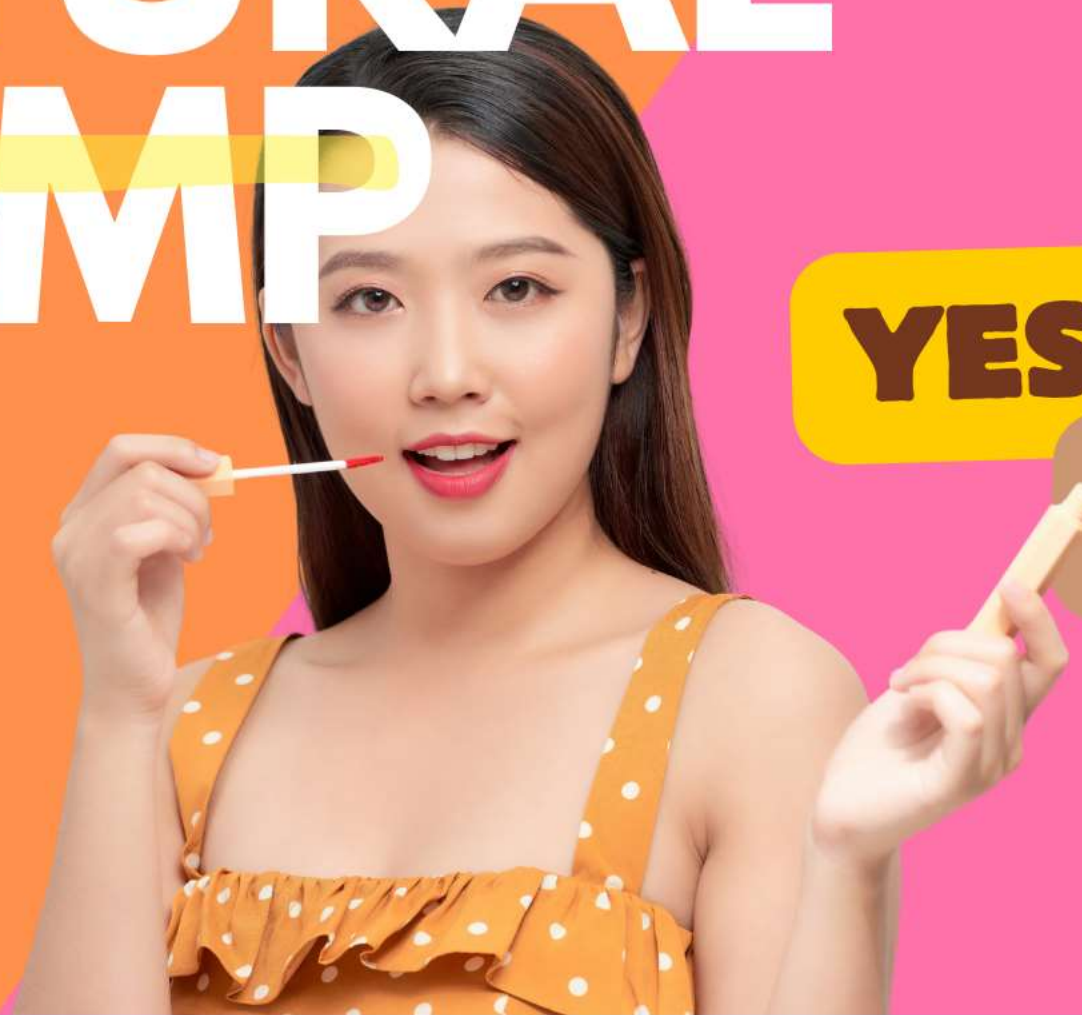
LIP CARE
INCREASE

TREND ALERT!
NON-INVASIVE
LIP PLUMPING

hydra
tion

LIPSTHICK™ Non-invasive plumping effect

NATURAL PLUMP ING



**YES CINNAMON
PLEASE!**

LIPSTHICK™ Non-invasive plumping effect

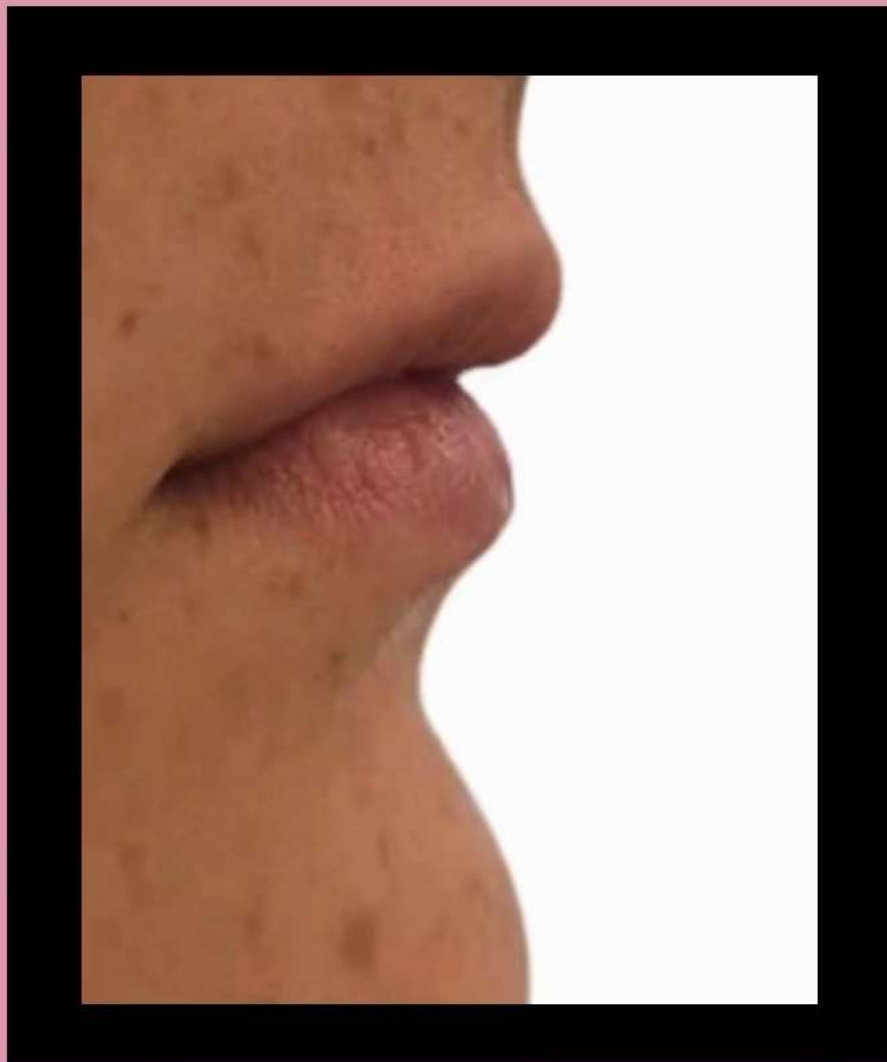
natural collagen
maximum effect
lasting instant volume
hydration hyaluronic acid
improves skin texture
long lasting volume
instant lip plumping

LIPSTHICK™

NORM▲CTIVE

INSTANT EFFECT

TREND ALERT!



LIPSTHICK™ Non-invasive plumping effect

natural collagen
maximum hydration
instant volume
cooling lip treatment
hyaluronic acid
vitamin C
instant lip plump

LIPSTHICK™

NORMACTIVE



T0'

T5'

T15'

T30'

T45'

T0'

T5'

T15'

T30'

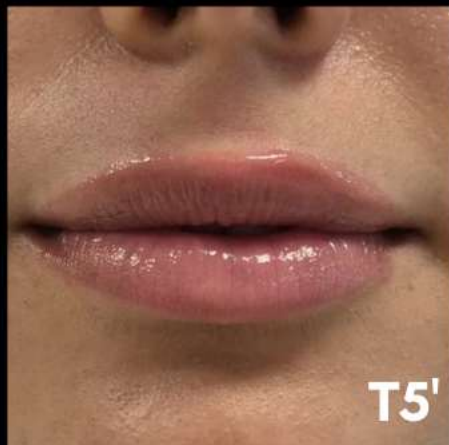
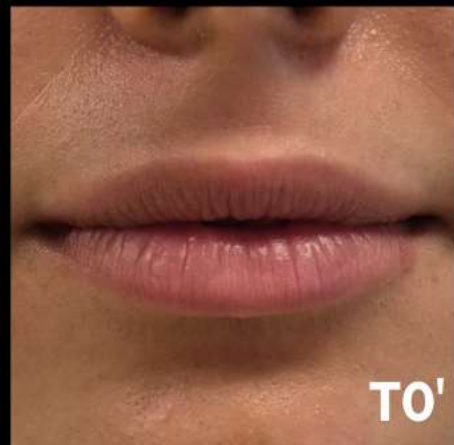
T45'

LIPSTHICK™ Non-invasive plumping effect

natural collagen
maximum strength
cooling lip treatment
hydration hyaluronic acid
cinnamon verbena essential
tasty look volume instant
instant lip plumping

LIPSTHICK™

NORMACTIVE



LIPSTHICK™ Non-invasive plumping effect

NORMA  ACTIVE

NATURAL COSMETIC ACTIVES

POLLUFENCE™



NORMA ACTIVE
NATURAL COSMETIC ACTIVES

LEAVE THE POLLUTION
BEHIND

with **POLLUFENCE™**



**ANTI-
POLLUTION
ACTIVE**

LEAVE THE POLLUTION
BEHIND

with **POLLUFENCE™**



NORMACTIVE



POLLUFENCE™

ANTI-POLLUTION ACTIVE

INCI:

Water/Aqua, Glycerin, *Sambucus nigra* Fruit Extract, *Punica granatum* Pericarp Extract, *Prunus cerasus* Extract, Hydrolyzed Wheat Protein

Recommended Use Level: 0.5–2.0%

HIGHLIGHTS;

- Antioxidant Activity
- Anti-Pollution
- Increase Cell Viability
- Antioxidative Stress
- Well-Aging
- Skin Homogeneity



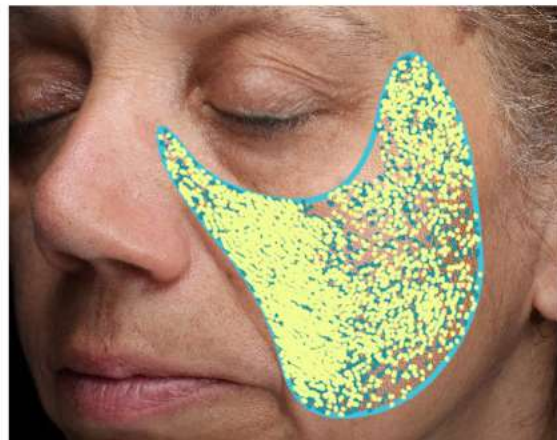
POLLUFENCE™ SKIN PROTECTION & REPAIR

NORMACTIVE

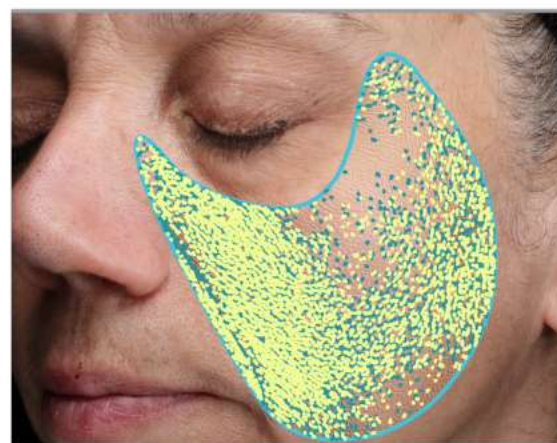
in vivo efficacy | **Skin Homogeneity**

SKIN HOMOGENEITY

BEFORE

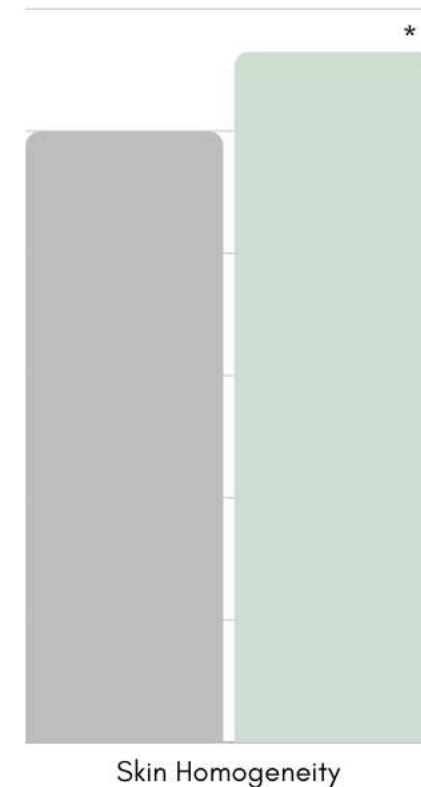


AFTER



↑
+13%
SKIN
HOMOGENEITY

■ D0 ■ D28



* $p < 0.05$ versus initial conditions



POLLUFENCE™ SKIN PROTECTION & REPAIR

NORMACTIVE

in vivo efficacy | **Reduce Porphyrins**

PORPHYRINS

BEFORE



AFTER

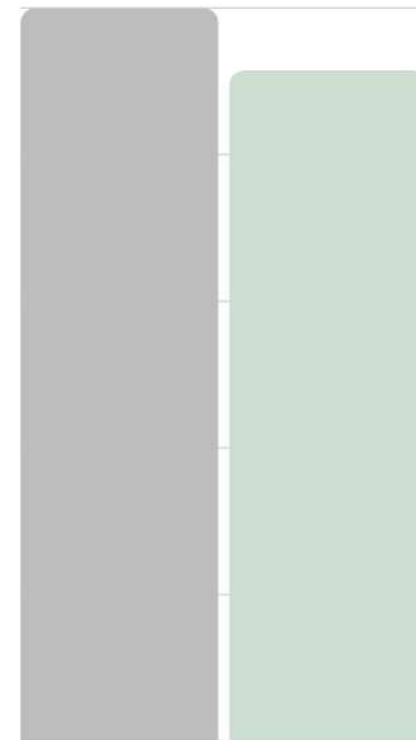


-Visualisation of porphyrins under UV light ; porphyrins appear yellow

Comedones are a suitable microenvironment for colonisation by cutaneous bacteria, especially *P. acnes* that secretes the native fluorophores porphyrins. This molecule is present in people with oily or acne-prone skin. The amount of porphyrins provides a relevant indication of the comedones.

↓ -9.5%
PORPHYRINS

■ D0 ■ D28



Porphyrins

* $p < 0.05$ versus initial conditions



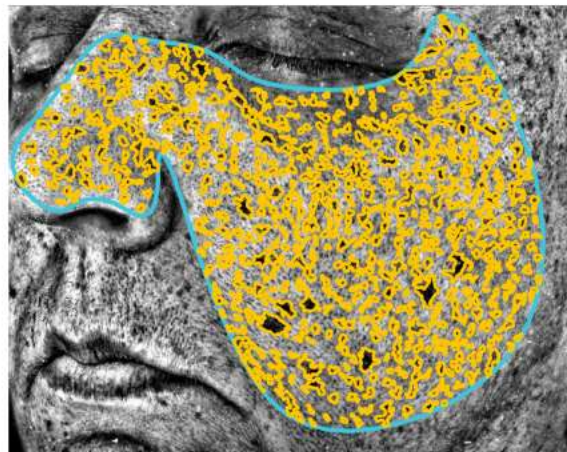
POLLUFENCE™ SKIN PROTECTION & REPAIR

NORMACTIVE

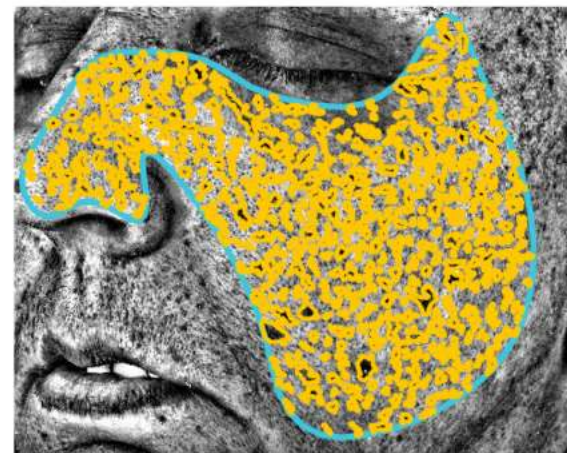
in vivo efficacy | **Reduce UV Spots**

UV SPOTS

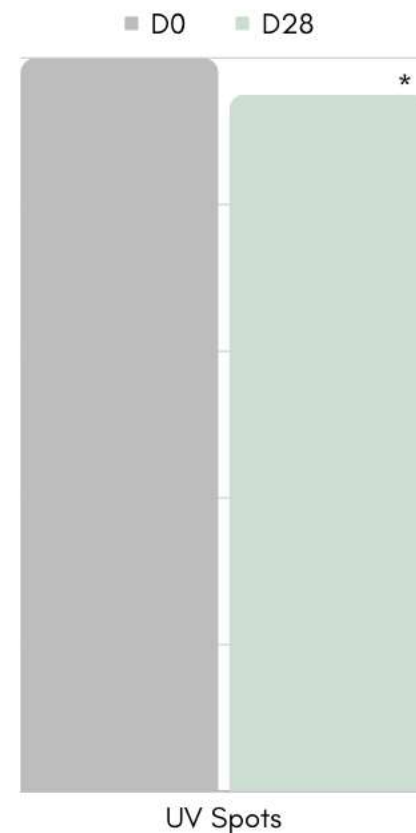
BEFORE



AFTER



↓ -5%
UV SPOTS



* $p < 0.05$ versus initial conditions

POLLUFENCE™

ANTIOXIDANT ACTIVITY

PROTECTS & REPAIR SKIN
DECREASE UV SPOTS & PORYPHRINS

INCREASE CELL VIABILITY

PROTECTS CELLS FROM
B[a]P

INCREASE SKIN HOMOGENEITY

EVEN SKIN TEXTURE, REDUCES THE
APPEARANCE OF BROWN SPOTS



PREVENTS EFFECTS OF ROS

PREVENTS PREMATURE AGING CAUSED
BY REACTIVE OXYGEN SPECIES

ANTI-POLLUTION ACTIVE

FIGHTS AGAINST POLLUTANTS EVEN
PARTICULATE MATTER 2.5

SPF BOOSTER

CAN BE USED IN THE FORMULATIONS
AS SPF BOOSTER AGAINST UV

New Launch Allert!

Up2cycled Natural Exfoliators



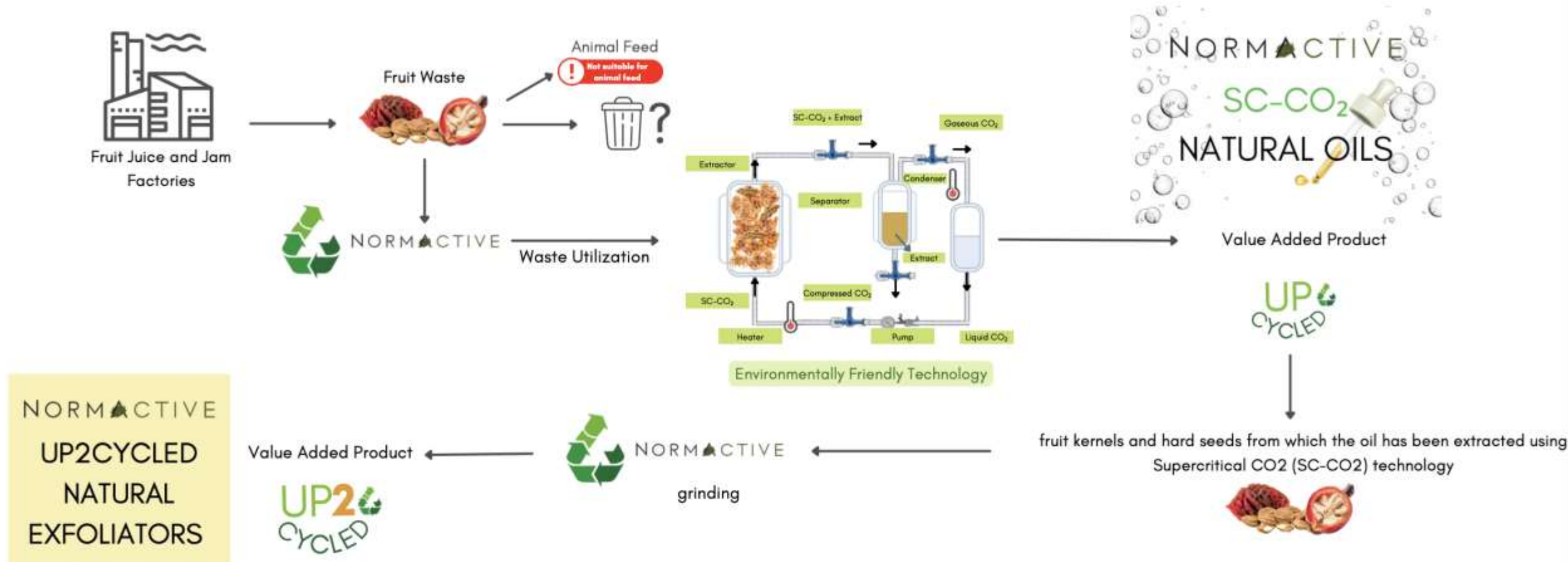
UP2CYCLED NATURAL EXFOLIATORS

New Launch Allert!



UP2CYCLED

UP2CYCLING OVERVIEW



NORMACTIVE

UP2CYCLED NATURAL EXFOLIATORS

New Launch Allert!

face & body application



PRUNUS ARMENIACA (APRICOT) SEED POWDER

SESAMUM INDICUM SEED POWDER

CUCURBITA PEPO SEEDCAKE POWDER

OLEA EUROPAEA SEED POWDER

AVENA SATIVA KERNEL FLOUR

ORYZA SATIVA GERM POWDER

DOUBLE
UPCYCLED

MICRO PLASTIC
ALTERNATIVE



NORMACTIVE

LIMITED EDITION | 2025

NORMACTIVE

NORMAG

PRODUCT CATALOGUE

NEW LAUNCH

ROSECOCKTAIL™

Endocuticle-Edge Filler:

SHINE, SMOOTH, STRAIGHT

VITAMIN CARE

for Skin & Hair

INSTANT SKIN CARE ACTIVE

SMARTEEN™

Neurocosmetics &
Stress-Less Beauty

WE ARE NORMACTIVE

Explore The World Of
Natural Cosmetic Actives Through
Our Unique Perspective



CREATE YOUR OWN BEAUTY NORM

Natural Cosmetic Actives Crafted with Precision and Expertise

At NORMACTIVE, we specialize in plant-based natural cosmetic active ingredients. With a strong commitment to sustainability, innovation, and high quality, we develop effective active ingredients for skin and hair care. Inspired by nature, driven by purpose—we set new beauty norms while harmonizing science and nature to shape the future of cosmetics.

HAIR CARE ACTIVES

ROSECOCKTAIL™	1
TRI-MEA™	3
DANDELIX PRO™ CM	7
DANDELIX PRO™	11
BIOVOLUME 128™	13
CHROMAZONE™	17
BIOVITRIENT 124™	21

SKIN CARE ACTIVES

LIPSTHICK™	22
SMARTEEN™	23
OLIVE DERIVED SQUALENE	28
BIOMIRA 112™	29
ROSECOCKTAIL™	31
POLLUFENCE™	33

NATURAL EXFOLIATORS

UP2CYCLED EXFOLIATORS	35
-----------------------	----

NATURAL EXTRACTS & NATURAL OILS

36

PRODUCTS



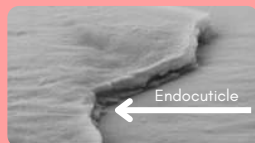
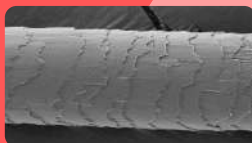
ENDOCUTICLE-EDGE FILLER: SHINE, SMOOTH, STRAIGHT *with* **ROSECOCKTAIL™**

Experience the endocuticle-edge-filling ingredient that infuses vitamins and potent fatty acids into every strand, transforming hair into a cascade of softness, radiance, and effortless manageability.

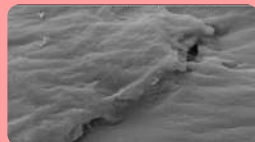
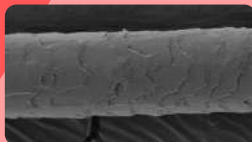


**POWERFUL BLEND
OF
VITAMIN A
VITAMIN E
OLEIC ACID
LINOLEIC ACID**

Control Group



1% ROSECOCKTAIL™



*SEM Observations for Cuticle Status of Control and 1% ROSECOCKTAIL™ Conditioner Applied Hair Fibers



AN UPCYCLED TOUCH FOR

hair care



INCI Name

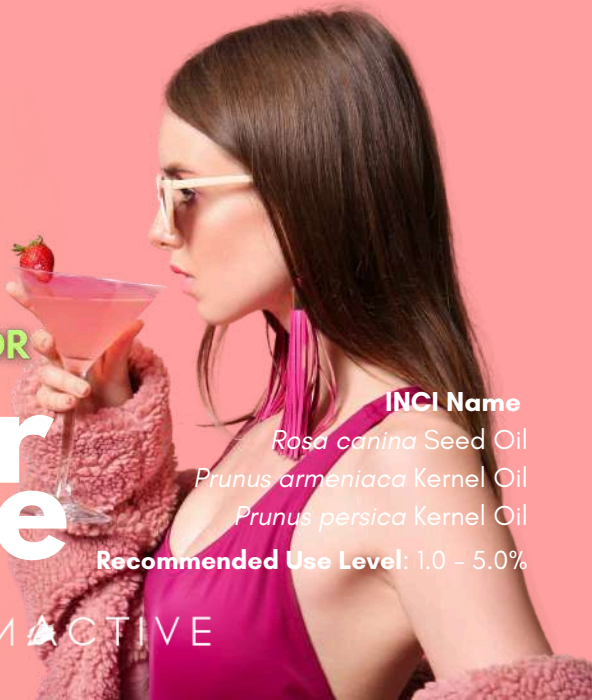
Rosa canina Seed Oil

Prunus armeniaca Kernel Oil

Prunus persica Kernel Oil

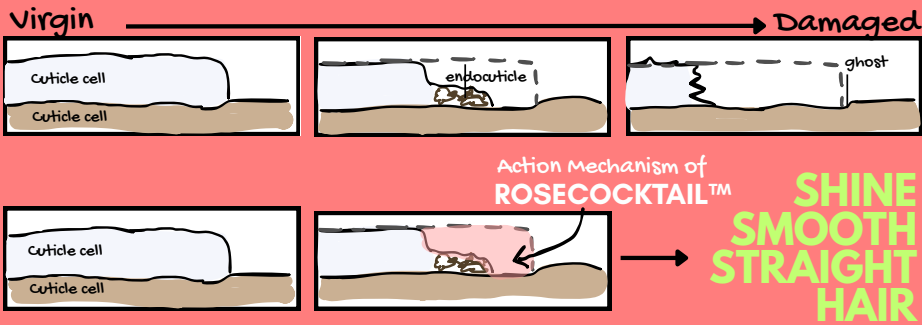
Recommended Use Level: 1.0 – 5.0%

NORMACTIVE



ENDOCUTICLE-EDGE FILLER

RESTORE THE STRUCTURAL INTEGRITY OF HAIR BY REPLENISHING LOST LIPIDS AND FILLING THE ENDOCUTICLE EDGES



HAIR STRAIGHTENING BOOSTER

MORE MANAGABLE HAIR

Whole Head Real Time Efficacy



(Blow-dried by a salon professional without a round brush)

SILKY-SMOOTH HAIR

SEALS CUTICLE GAPS, STRENGTHENS THE HAIR STRUCTURE AND ENHANCES SMOOTHNESS AND SHINE



ANTI
FRIZZ

SPLIT
END
REPAIR

GLOSS

HEAT
PRO
TEC
TION

BOND
REPAIR

LIPONORM
TECHNOLOGY
TRI-MEA™

complete

the
hair care
puzzle

TRI-MEA™



COSMOS
APPROVED



Why You Will Love It ?



Repairs the cuticle structure and **split-ends**



Forms a lipid layer around the hair fiber that gives **shine, gloss, and lubricity**



Promoting barrier effect while restoring hydrophobicity of the hair, prevents humidity from fiber penetration and shows **anti-frizz & easy-combing** activity without building up



Forms a protective film layer, mimics 18-MEA & **protects hair against heat** treatments



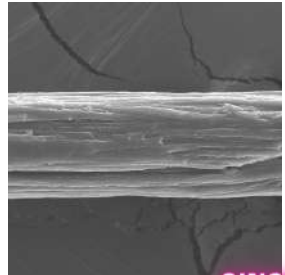
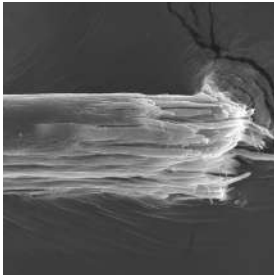
Repairs and strengthens hair bonds by increasing Amide I, II, A and Disulfide bonds, restoring integrity and resilience.



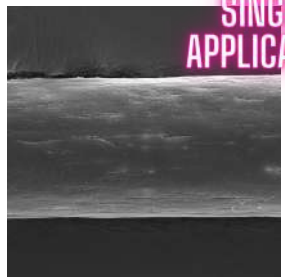
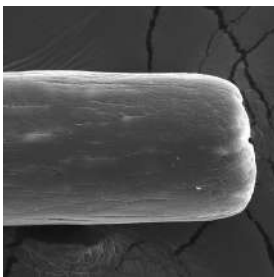
Liposome-based formulation penetrates on & into the hair shaft for powerful protection

INCI: Water, Glycerin, Lecithin, Oleic Acid, *Triticum vulgare* Germ Extract

Control



2% TRI-MEA™



SINGLE APPLICATION

*SEM Observations for Cuticle Status of Control and 2% TRI-MEA™ Applied Hair Fibers

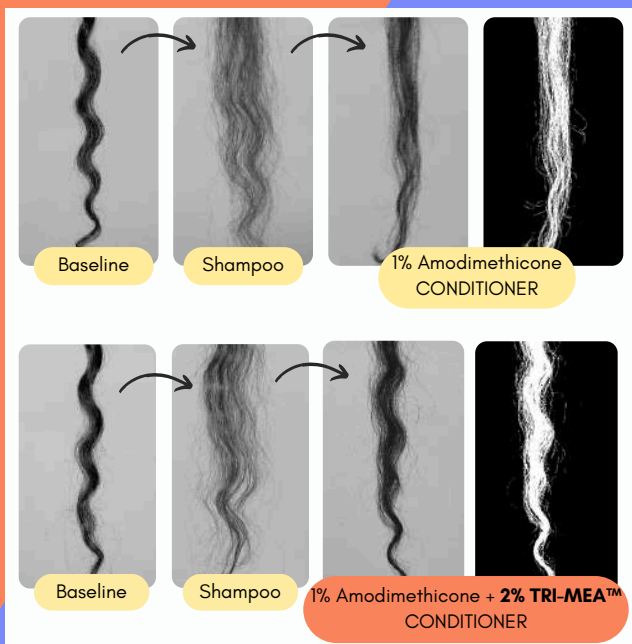
TRI+2 in one active ingredient

FIND THE MISSING PIECE
TO HEALTHY HAIR
with **TRI-MEA™**

**REPAIRED BONDS
43%* STRONGER STRANDS**

*According to Ex Vivo Breaking Strength Efficacy Test Results

“ |  HAIR
CARE „



NORMACTIVE

CUTICLE PROTECTION AGAINST HEAT 200°C



BASELINE RESULTS



Control



x 10 CYCLES

Base Conditioner (60sec)
200°C Heat Application (50sec)

FINAL RESULTS



x 10 CYCLES

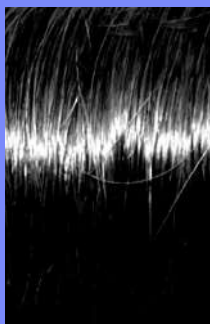
2% TRI-MEA™ Conditioner (60sec)
200°C Heat Application (50sec)

2% TRI-MEA™

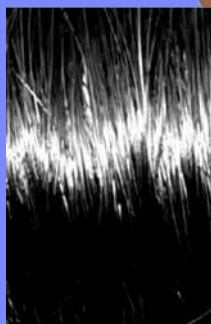


+ 49 % GLOSS EFFECT

Control



1% TRI-MEA™



LOOK SHINIER MORE VIBRANT



SPRING TIME
FOR SCALP

with **DANDELIX PRO™ CM**

**NATURAL
SCALP MICROBIOME
BALANCER
ANTI-DANDRUFF ACTIVE**

SHAMPOO, CONDITIONER, HAIR SERUM

**MICRO
BIOME
FRIENDLY**



INCI Water, Glycerin, *Rosmarinus officinalis*
Leaf Extract, *Nasturtium officinale* Extract,
Salvia officinalis Leaf Extract

Recommended Use Level: 0.5–2.5%



**BEST IN CLASS
MICROBIOME FRIENDLY
NATURAL ANTI-DANDRUFF
ACTIVE WITH**

GRADE 1.1



balanced microbiome: manifestation of healthy scalp

Scalp; the part of our skin, has a unique microflora with its unique composition of microorganisms called scalp microbiome. Microorganisms can form microbial biofilms in commensal, symbiotic or pathogenic forms in our scalp and the role of these organisms can be changed according to the balance and relationship between the other barriers of the skin. However, alterations can occur in the scalp microbiome due to the usage of drugs, types of diet, hygiene and lifestyle, age, community, stress, and genetic background. These further cause imbalance between microorganisms and changes in

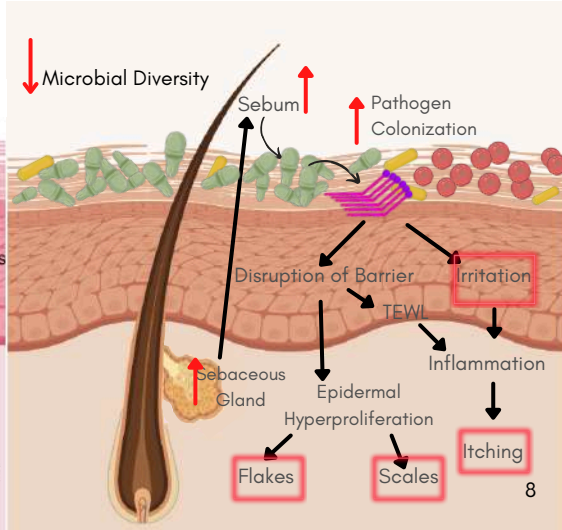
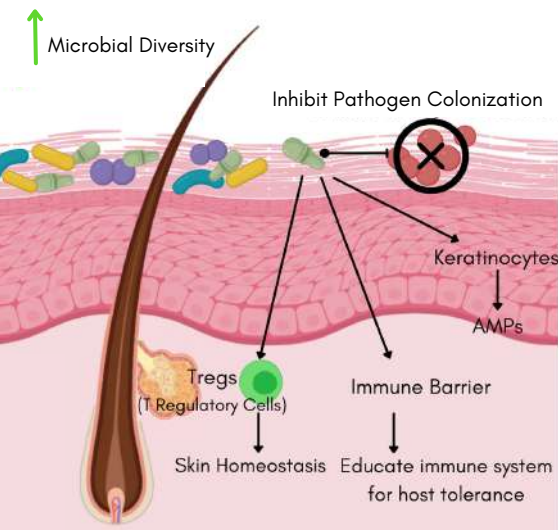
the activity of the sebaceous gland. This situation causes the over-proliferation of *Malassezia* in the scalp which is normally found in our natural flora. When it overproliferates, it can become pathogenic, leading to dandruff, seborrheic dermatitis, itching, and inflammation. However, its existence is also helpful for our scalp when it metabolizes the sebum in a tolerable way. That's why, how are we going to handle *Malassezia* is a serious question. Rather than killing all the microorganisms and *Malassezia* in the scalp microbiome, trying to establish a healthy balance between the species is considered a more proper solution for dandruff. DANDELIX PRO™ CM which is the natural active ingredient for dandruff, and scalp itchiness; stops the over-proliferation of *Malassezia* with its rich phytochemical content, and decreases the fungal metabolic activity rather than directly removing it.

Malassezia in normal scalp microbiome

- Prevents pathogen colonization
- Educates immune system for host tolerance
- Provides skin homeostasis
- Metabolizes sebum, release unsaturated fatty acids in a tolerable way

Malassezia in dysbiotic scalp microbiome

- Prevents colonization of other beneficial microorganisms by overgrowing
- Causes pathogen colonization
- Causes releasing of more unsaturated fatty acids to the scalp
- Inflammation, itching, flakes, scales, and irritation



unique
balance
with
unique
composition





BALANCED SCALP MICROBIOME



with **DANDELIX PRO™ CM**

D0

D30

Volunteer 37



Volunteer 31



0.5% PIROCTONE OLAMINE

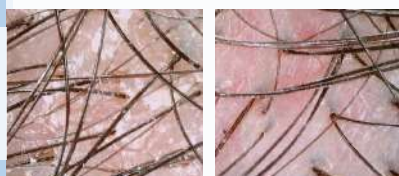
D0

D30

Volunteer 21

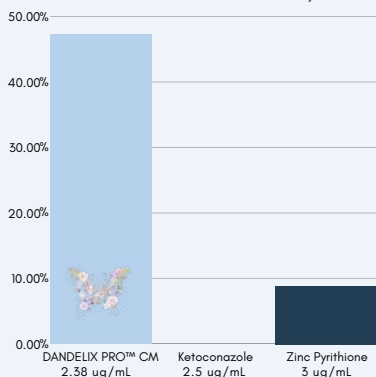


Volunteer 26



0.5% DANDELIX PRO™ CM

M. furfur Viability



**mild
anti-fungal effect
compared to
Zinc Pyrithione &
Ketoconazole**

ANTI-DANDRUFF

AT 1% IN RINSE-OFF FORMULA

SEBUM BALANCE

AT 0.5% IN RINSE-OFF

ANTI-ITCHINESS

SOOTHED SCALP AFTER FIRST WASH

SCALP CARE

SCALP MICROBIOME FRIENDLY

NORMACTIVE

NORMACTIVE



Innovation Zone
Award at the KÜAD
6th International
Cosmetics Congress

DANDELIX PRO™

ANTI-DANDRUFF



End of dandruff season,
spring time for scalp.



SCAN IT FOR
NORMAG ISSUE 6 | VOL.1





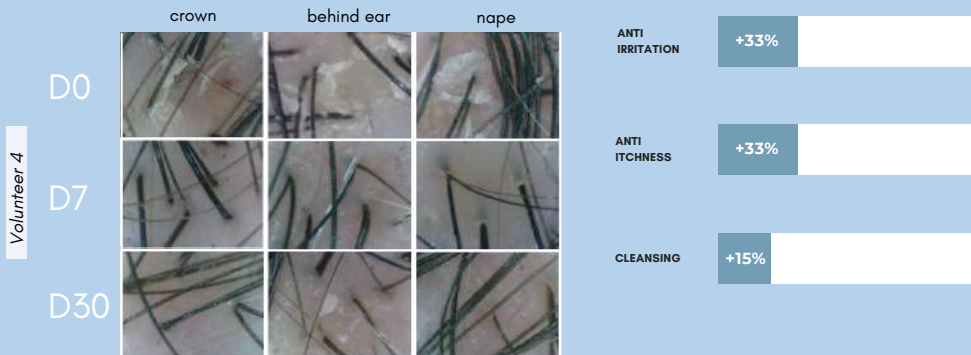
BALANCED SCALP MICROBIOME

with DANDELIX PRO™

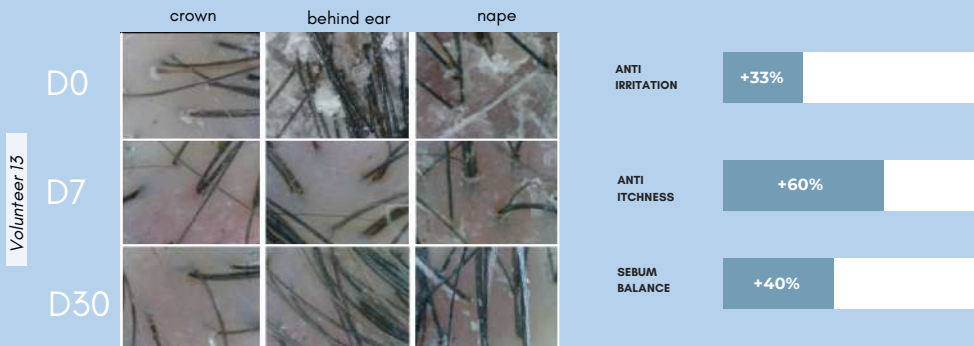
INCI Water, Glycerin, Panthenol, *Rosmarinus officinalis* Leaf Extract, *Nasturtium officinale* Extract, *Salvia officinalis* Leaf Extract, Niacin, Biotin

Recommended Use Level: 2.5-3.0%

DANDELIX PRO™ Efficacy on
Regular Zinc Pyrithione Benchmark Consumer in 30 days



DANDELIX PRO™ Efficacy on
Regular Ketoconazole Benchmark Consumer in 30 days



70% DANDRUFF REDUCTION **90%**

AFTER ONE WEEK AFTER FOUR WEEKS





VOLUMINOUS EYELASHES & HAIR

with **BIOVOLUME 128™**



INCI: Water, Glycerin, *Tilia tomentosa* Bud Extract

Recommended Use Level: 2.0–5.0%



INCREASED
30% HAIR
VOLUME
AFTER FIRST WASH

INCREASED
4X HAIR
VOLUME
AFTER 5 CYCLES

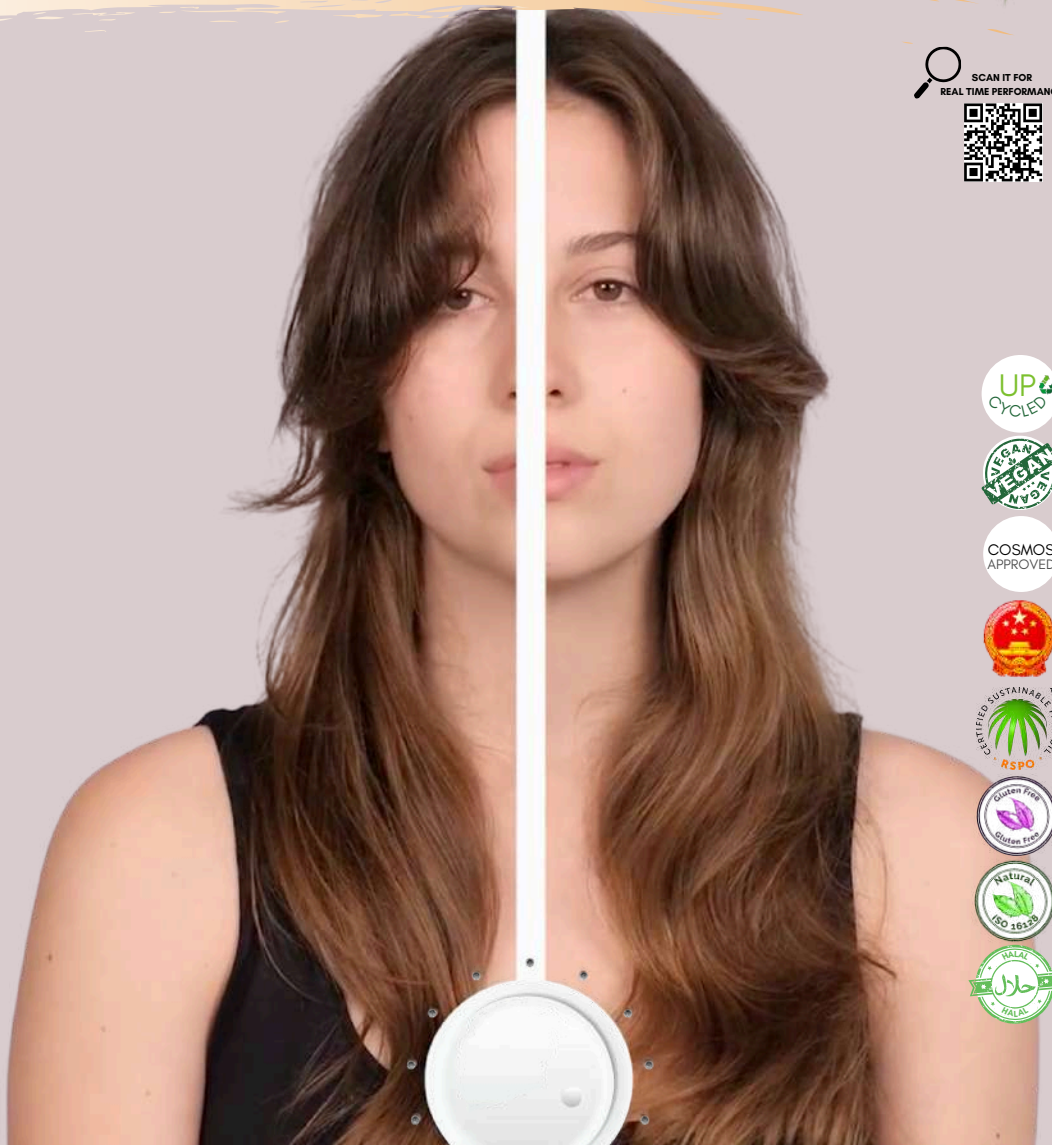


NORMACTIVE

REAL-TIME VOLUME EXPERIENCE WITH BIOVOLUME 128™

Half-Head Study

SCAN IT FOR
REAL TIME PERFORMANCE



*BASE SHAMPOO



*2% BIOVOLUME 128™



**Voluminous
eyelashes & hair
with 100% natural
BIOVOLUME 128™**



BEFORE



AFTER

**INSTANT
EYELASH
LENGTHENING**

13%

**LONG-TERM
EYELASH
ELONGATION
IN 28 DAYS**

7%



INSTANT VOLUME EFFECT

DEAL WITH

HAIR THI NN ING

VOLUME FOR EVERY ONE AT EVERY AGE

WITH IONIC INTERACTIONS OF

BIOVOLUME 128™

NORMACTIVE



CHROMAZONE™



Hair Color UV & Cuticle Protection

INCI: Water, Lecithin, *Punica granatum* Pericarp Extract

Recommended Use Level: 1.0–3.0%



SCAN IT FOR
ACTION MECHANISM



NORMACTIVE



Why You Will Love It ?



3X prolonged antioxidant activity compared to Vitamin E



50% improved hair color protection compared to commercial benchmark



25% less color bleeding compared to control



Liposome-based formulation penetrates on & into the hair shaft for powerful protection



Locks hair color both in **leave-on** & **rinse-off** formulations

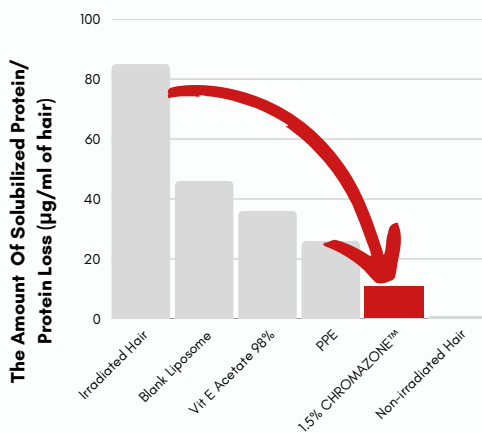


COLOR PROTECTION

rinse-off performance - ex vivo efficacy



UV & CUTICLE PROTECTION



8x LESS PROTEIN LOSS
MORE CUTICLE PROTECTION



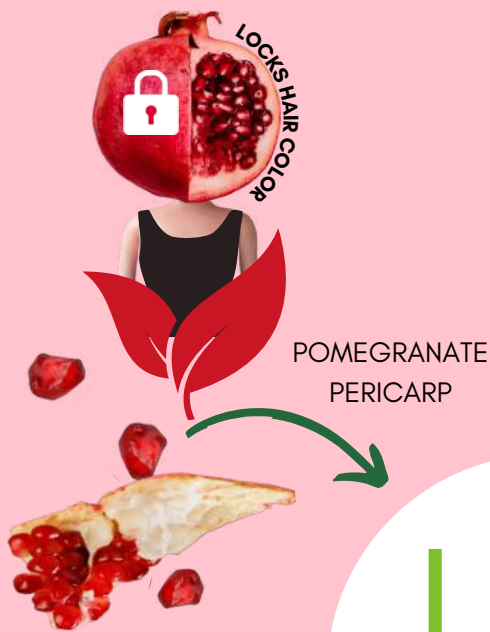


**invite
anti
oxidants
to
your
party**



CHROMAZONE™

ROSECOCKTAIL™



PEACH KERNEL
APRICOT KERNEL
ROSEHIP SEED



WHEAT GERM



BIOVITRIENT 124™

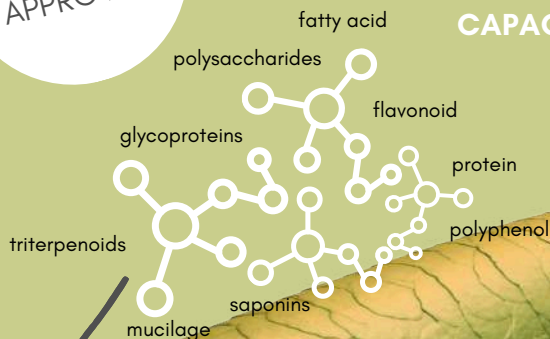
from root to tip multi-tasking revitalizer

The secret to BIOVITRIENT 124™ lies in a powerful combination of protein, saponin, flavanoid, and mucilage components that restore the protective layer of hair. Ultra nourishing content of BIOVITRIENT 124™ rebalances the moisture level of the hair, smooths the cuticle, and prevents dehydration. Its film-forming ability provides manageability and shines to each strand while retaining the natural movement of hair.



WATER **+40%**
RETENTION
CAPACITY

WATER UPTAKE
CAPACITY
+6%



4% of BIOVITRIENT 124™

INCI

Water, Glycerin, Panthenol, Niacin, Biotin, *Betula alba* Leaf Extract, *Chamomilla recutita* Flower Extract, *Equisetum arvense* Extract, *Urtica dioica* Leaf Extract, *Aloe barbadensis* Leaf Extract, *Humulus lupulus* Flower Extract, *Arctium lappa* Root Extract, *Salvia officinalis* Leaf Extract, *Camellia sinensis* Leaf Extract, *Lawsonia inermis* Extract, *Panicum milliaceum* Seed Extract

damaged hair

Recommended Use Level: 2.0-5.0%



NON-INVASIVE
PLUMPING EFFECT
with **LIPSTHICK™**

natural cinnamon
maximum ginger
thicker lip mint thicker
cooling instant volume
hydration hyaluronic acid
cinnamon cosmetics
fuller look volume thicker
instant lip plumping

**13%
INSTANT
NATURAL
PLUMPING
IN 5 MIN**



INCI

Caprylic capric triglyceride,
Mentha arvensis Leaf Oil, Zingiber
officinale Root Oil, Cinnamomum
cassia Oil, Lecithin, Glycerin,
Water/Aqua, Hyaluronic Acid

Recommended Use Level: 8.0-12.0%

gentle, tingling sensation
provides without relying on chili-based ingredients

NOTOX LIP CARE PRODUCTS OFFER A SAFE ALTERNATIVE TO COSMETIC PROCEDURES, APPEALING TO CONSUMERS WHO ARE
WARE OF NEEDLES, TOXINS, OR POTENTIAL SIDE EFFECTS BUT
STILL DESIRE FULLER, YOUNGER-LOOKING LIPS.

#NOTOX



9.5% LIPSTHICK™ – Cinnamon Roll Lip Plumper



NORMACTIVE

SCULPTING A VISION OF
TIMELESS BEAUTY

with **SMARTEEN™**



NORM  ACTIVE

SOOTHING

MICROCIRCULATION ENHANCER

ANTI-REDNESS

REDUCTION IN WRINKLES

TYROSINASE INHIBITION

EYE BAGS REDUCTION

ENHANCEMENT OF COLLAGEN LEVELS

NEUROCOSMETIC ACTIVE



INSTANT NEUROBEAUTY

**ARTFULLY
CRAFTED TO**

SHAPE A VISION OF TIMELESS BEAUTY



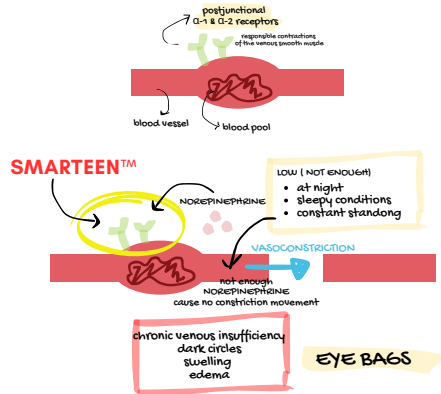
SMARTEEN™: **eye bags reduction,** **anti-dark circle,** **anti-redness,** **anti-wrinkle**

SMARTEEN™, a distinctive natural active ingredient, is artfully crafted to shape a vision of timeless beauty. Extracted from the roots of Butcher's Broom, this pure blend of neoruscogenin and ruscogenin undergoes a refined purification process, reminiscent of an artistic creation. The result is a potent solution that delicately addresses various skincare concerns.

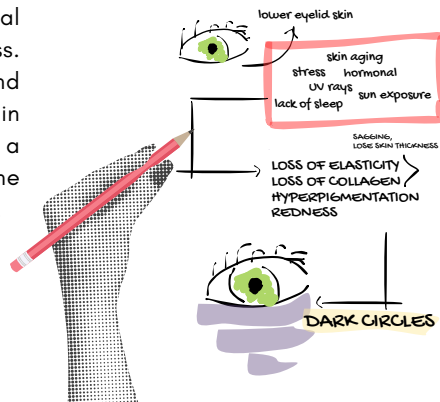
This natural active ingredient focuses on reducing eye bags by enhancing microcirculation, diminishes dark circles and brown spots through its anti-tyrosinase effect, and smooths wrinkles and crow's feet by boosting collagen type I production. Additionally, it effectively reduces redness and inflammation, providing instant efficacy through modulation of IL-6 levels.

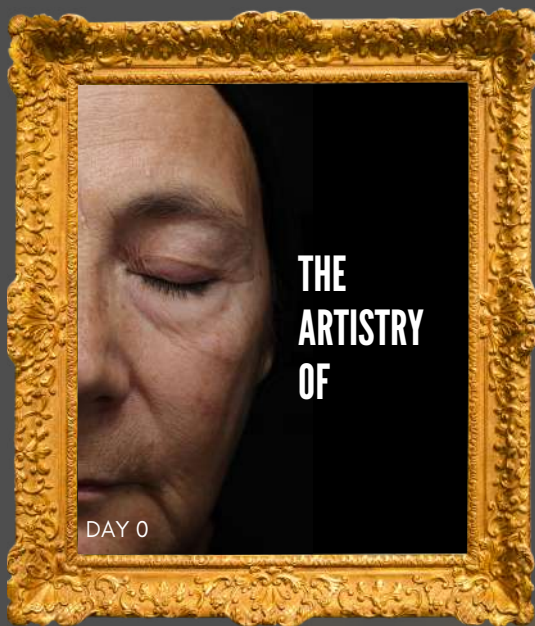
SMARTEEN™ now stands as an essential cornerstone in the field of neurocosmetics, addressing physiological challenges primarily induced by stress. With its sophisticated blend and profound understanding of skin-brain communication, SMARTEEN™ is not just a skincare solution but a masterpiece in the art of promoting beauty and well-being.

TRIGGERS// MIMICKS **NEURO** **TRANS** **MITTERS**



ENHANCES **COLLAGEN PRODUCTION** **IN HUMAN FIBROBLASTS BY** **INCREASING** **THE EXPRESSION OF THE** **COL1A1 GENE** **WHICH ENCODES THE MAJOR COMPONENT OF** **TYPE I COLLAGEN**





9% REDUCTION IN UNDER-EYE BAGS

ACHIEVED AFTER 28 DAYS, THANKS TO
ANTI-ELASTASE AND
MICROCIRCULATION-ENHANCING ACTIVITY

11% REDUCTION IN DARK CIRCLES

BOOSTS MICROCIRCULATION AND
STIMULATES COLLAGEN PRODUCTION,
VISIBLY REDUCING DARK CIRCLES

11% REDUCTION IN BROWN SPOTS

VISIBLE REDUCTION IN JUST 7 DAYS,
POWERED BY POTENT ANTI-TYROSINASE ACTIVITY

12% IMPROVEMENT ON WRINKLE STATUS

AFTER ONLY 7 DAYS, SUPPORTED BY
COLLAGEN-ENHANCING PROPERTIES

15% REDUCTION IN REDNESS

SOOTHES SKIN AND VISIBLY DIMINISHES
REDNESS WITH STRONG
ANTI-INFLAMMATORY ACTIVITY

STRESS-LESS BEAUTY THROUGH NEUROCOSMETICS

ADDRESSES STRESS-RELATED SKIN CONCERNS
BY LEVERAGING THE SKIN-BRAIN CONNECTION.

INCI:

Neuroscogenin, Ruscogenin

Recommended Use Level: 0.1-0.5%



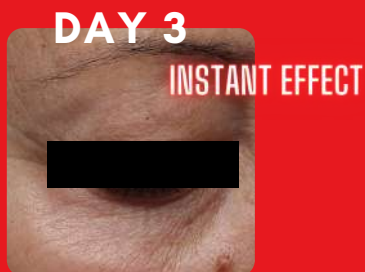


SMARTEEN™

Sculpting a Vision of Timeless Beauty

**REDUCTION IN
EYE BAGS BY**

9%



**INCREASED MICROCIRCULATION
& REDUCTION IN
REDNESS BY**

15%

**IMPROVEMENT
ON WRINKLE
STATUS BY**

12%



NORMACTIVE

OLIVE-DERIVED SQUALENE



Environmentally
friendly product



Chemical Formula
 $C_{30}H_{50}$



Sustainable
Source



Plant Source:
Olea europaea

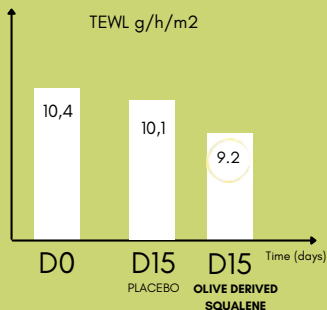
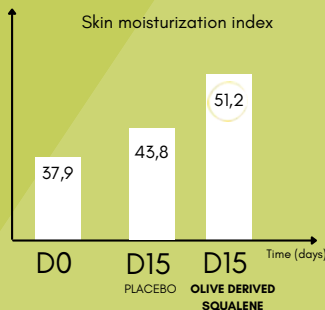
INCI

Squalene

Recommended Use Level: 1.0-50.0%



in-vivo efficacy results



IN ONLY 15 DAYS

+35%

INCREASE IN
SKIN MOISTURIZATION INDEX

-11%

DECREASE IN
TRANSEPIDERMAL WATER LOSS

rebuilding moisture barrier for soothed skin

BIOMIRA 112™

POWERFUL ANTIOXIDANT EFFECT SHOWS
FREE RADICAL SCAVENGER ACTION

MAGIC TOUCH TO EYE CONTOUR



**16% REDUCTION IN
WRINKLE STATUS
IN 28 DAYS**



50%

**REDUCTION IN
TYROSINASE**

57%

**ENHANCES
COLLAGEN
TYPE I
SYNTHESIS**



do you believe in magic?

COSMOS
APPROVED



BIOMIRA 112™ dramatically improves the severe signs of aging around the eyes in mature skin. It provides a total eye contour care approach focusing on three major concerns: wrinkles, puffiness, and dark circles. BIOMIRA 112™ is particularly effective in treatments for the eye contour due to its anti-edema, free radical scavenging, circulation stimulation, and visible tightening properties.

before



after



cream with 2% BIOMIRA 112™
anti-wrinkle efficacy

INCI

Water, Glycerin, *Camellia sinensis* Leaf Extract, *Vitis vinifera* Seed Extract, *Aesculus hippocastanum* Seed Extract, Hydrolyzed Wheat Protein

Recommended Use Level: 2.0-5.0%

NORMACTIVE



ROSECOCKTAIL™

UP 
CYCLED

INCI Name

Rosa canina Seed Oil

Prunus armeniaca Kernel Oil

Prunus persica Kernel Oil

Recommended Use Level: 1.0 – 5.0%



COSMOS
APPROVED



SCAN IT FOR
NORMAG ISSUE 3 | VOL 2

your skin's vitamin fix

Skin Barrier Repairment

NORMACTIVE



*get yourself a "cocktail",
for better skin care!*

49%

INCREASE IN

**OCCUDIN
PROTEIN**

BY IMPROVING
TIGHT JUNCTIONS
IT ENSURES THE PROPER
FUNCTION OF SKIN BARRIER

56%

**COLLAGEN
ENHANCEMENT**

REPAIRS GENERAL STATUS
OF SKIN BARRIER

52%

**STRONG
ANTIOXIDANT
CAPACITY**

SCAVENGES FREE RADICALS EVEN MORE
THAN POSITIVE CONTROL; TROLOX

43%

**TYROSINASE
INHIBITION**

PREVENTS HYPERPIGMENTATION

43%

REDUCTION IN

INFLAMMATION

PROTECTS SKIN CELLS
AGAINST INFLAMMATION

48%

INCREASE IN

**CELL
PROLIFERATION**

INCREASES CELL VIABILITY,
FIGHTS AGAINST OXIDATIVE STRESS





NORMA ACTIVE

leave the pollution behind

INCI

Water, Glycerin, *Sambucus nigra* Fruit Extract,
Punica granatum Pericarp Extract,
Prunus cerasus Extract, Hydrolyzed Wheat Protein

Recommended Use Level: 0.5-2.0%

POLLUFENCE™

CLIMATE-PROOF BEAUTY



time for a change of air

POLLUFENCE™ is designed to minimize the negative effects of air pollutants on the skin by protecting skin cells from PM 2.5 and/or UV which are the pollutants that we are most exposed to during the day. POLLUFENCE™ repairs the damaged skin cells by reducing ROS formation which is caused by B[a]P and UV-rays. Clinical studies have shown that in just 28 days, POLLUFENCE™ reduces UV spots, evens out skin texture, and decreases porphyrins.

38%

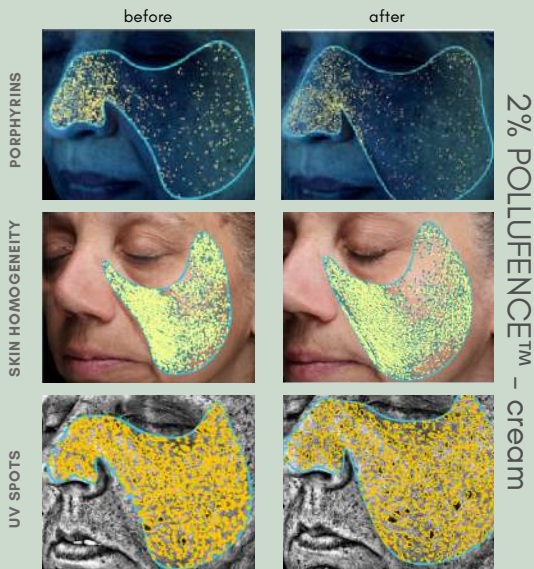
BLUE LIGHT
PROTECTION

34%

SKIN BARRIER
IMPROVEMENT

23%

ANTI-INFLAMMATORY
EFFECT



+67%

CELL VIABILITY IN THE
PRESENCE OF UV LIGHT

-10%

PORPHYRINS INTENSITY



Up2cycled Natural Exfoliators



At Normactive, we give fruit waste a second life by extracting their valuable oils through Supercritical CO₂ Extraction. But we don't stop there! After sterilization and grinding, we grant them yet another life as eco-friendly exfoliators. Because sustainability isn't just a goal for us—it's our way of transforming waste into opportunity.

**APRICOT
SEED
POWDER**

**RICE
BRAN
POWDER**

**OLIVE
SEED
POWDER**

**OAT
KERNEL
POWDER**

**GOLDEN
GLOW**
(TURMERIC+
BLACK PEPPER+
WHEAT GERM)

**SESAME
SEED
POWDER**

**face & body
application**

NORMACTIVE

NORMACTIVE
NATURAL
OILS

SC-CO₂

SUPERCritical CO₂ EXTRACTION TECHNOLOGY



NORMACTIVE
NATURAL
EXTRACTS

STAN
DAR
DI
ZED



NORMACTIVE

SC-CO₂



EXTRACTION TECHNOLOGY

NORMACTIVE Oils are produced in their purest forms without any solvents or alcohol (zero chemicals, 100% pure, 100% natural) by the most advanced extraction technology, Supercritical Carbon Dioxide (SC-CO₂) Extraction Technology.

ZERO SOLVENT HERO CONTENT



SCAN IT FOR
NORMAG ISSUE 6 | VOL 1





POMEGRANATE SEED OIL



- Moisturizing
- Antioxidant
- Anti-inflammatory
- Anti-microbial
- Well-aging
- High puniceic acid content



TURMERIC EXTRACT

- Antioxidant
- Soothing
- Well-aging
- Brightening



BLACK SEED OIL

- Anti-inflammatory
- Soothing
- Well-aging
- Anti-hair loss
- High thymoquinone content



SESAME SEED OIL

- Anti-inflammatory
- Antiviral
- Antibacterial
- Skin hydration
- Increase skin elasticity
- High fatty acid content



WHEAT GERM OIL

- Moisturizing
- Antioxidant
- Skin hydration/ Well-aging
- Soothing
- Increase microcirculation
- High fatty acid content



PERIXTRACT

Water-based formulation

INCI Name

Water, Glycerin, *Salvia officinalis* Extract, *Rosmarinus officinalis* Extract, *Urtica dioica* Extract, *Vitis vinifera* Seed Extract

Recommended Use Level: 2.0- 4.0%

SOLUTION

Increase blood circulation

SOLUTION

Improve epidermal barrier function

SOLUTION

Cause well-aging

SOLUTION

5 α -reductase inhibitor

SOLUTION

Acts as antibacterial and antimicrobial compound



SOLUTION

Acts as anti-inflammatory and antioxidant active

SOLUTION

Provide iron supply

SOLUTION

Suppress enzymes that cause aging

SOLUTION

Cause well-aging

SOLUTION

Facilitates wound healing

SOLUTION

Encourage hair growth

FLACKSEED

Oil-based formulation

INCI Name

Linum usitatissimum Oil, *Nigella sativa* Seed Oil

Recommended Use Level: 0.1 - 2.0%

CO₂MPLEX TRIO

INCI Name

Vitis vinifera Seed Oil, *Nigella sativa* Seed Oil, *Triticum Vulgare* Germ Oil

Recommended Use Level: 0.1 – 2.0%

SOLUTION

Acts as antibacterial/fungal compounds

SOLUTION

Facilitates wound healing

SOLUTION

Cause well-aging

SOLUTION

Has strong anti-inflammatory and antioxidant capacity

SOLUTION

Increase blood circulation

SOLUTION

Encourage hair growth

SOLUTION

Good for scalp, controls water loss

SOLUTION

5 α -reductase inhibition

SOLUTION

Protection against lipid peroxidation

SOLUTION

Induce the formation of hair follicles

SOLUTION

Protects against sun damage



OCTA CO₂MPLEX

INCI Name

Vitis vinifera Seed Oil, *Punica granatum* Seed Oil, *Linum usitatissimum* Oil, *Rosa canina* Seed Oil, *Nigella sativa* Seed Oil, *Prunus armeniaca* Kernel Oil, *Olea europaea* Husk Oil, *Oryza sativa* Bran Oil

Recommended Use Level: 0.1 – 2.0%



BUTCHER'S BROOM
EXTRACT

900 PPM Ruscogenins

IVY LEAF EXTRACT

1000 PPM Hederacoside C

ASTRINGENT
ANTI-CELLULITE
ANTI-INFLAMMATORY

HORSE CHESTNUT EXTRACT

2000 PPM Escin

LEMON BALM EXTRACT

400 PPM Rosemarinic acid

ANTIOXIDANT

ANTI-INFLAMMATORY

WELL-AGING

GRAPE SEED EXTRACT

9000 PPM OPC

ROSEMARY EXTRACT

800 PPM Rosemarinic acid

PASSIFLORA EXTRACT

300 PPM Vitexin

CHAMOMILE EXTRACT

60 PPM Apigenin 7-o-glucoside

SOOTHING

ANTI-REDNESS

WELL-AGING



A close-up photograph of several large, vibrant green leaves with prominent veins, filling the entire background. The leaves are layered, with some in sharp focus and others slightly blurred, creating a sense of depth. The lighting is bright, highlighting the texture and color of the foliage.

MISSION POSSIBLE:

**Achieving A
Sustainable Future**

*Subscribe Us.
Follow Us.
Discover Us.
Contact Us.*



NORMACTIVE



@normactivecosmetics



NORMACTIVE



normactive.com



info@normactive.com

ACTIVE INGREDIENTS

NATURAL EXTRACTS

NATURAL OILS



SUPERCritical
CO₂
EXTRACTION TECHNOLOGY



NORMACTIVE