



ACTIVE MAKE-UP

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NÆOLYS
NATURE EXPANDED

Active make-up

The urban environment exposes us to numerous things that can damage our skin such as light radiation, pollution, stress, and rapid temperature changes, all of which can cause inner imbalances.

Daily skin care is essential for our faces, and adding an active make-up can definitely help protect our skin: by mixing color and care in one product we can reinforce, combine and extend the benefits already delivered by skin care products.

To extend, reinforce or combine the effects of skin care products

The function of color cosmetics is to make us feel more attractive, give us more self-esteem, and also to help us to correct or hide any flaws. They have a short-term effect, lasting a few hours. But unfortunately, some of those flaws are not temporary.

Since we use color cosmetics every day – and for our face, for at least 8 hours a day, it makes sense to add active ingredients that will extend the activity of our daily skin care products, that we apply to correct those flaws.

FOR EXAMPLE

It is possible to add a different type of action from the one we already have in our skin care product.

For instance, **light radiation protection** in a foundation or in a simple moisturizing product, or **an energizing action** in a serum selected according to our life style - sport, outdoors or indoors, going to a party, etc. Or to add the same type of action as the one already present in our skin care product for more mature skins that need higher performance.

*The idea of active make-up:
Beautify, enhance and protect the skin all at the same time...
and also to look after the environment.*

An innovative, natural active make-up range

For this new active make-up range, Naolys decided to develop make-up products that will be as biodegradable as possible, using natural ingredients wherever possible while maintaining the required cosmetic properties.

Because Naolys produces a wide range of active ingredients to be applied to the skin, we developed three products for the face, and because the lips are very fragile, two products for the lips.

FOR THE FACE

Even Radiance

A tinted cream enriched with
Smooth Lightening White rose

To enhance the skin's radiance

Glowing Light

A foundation enriched with
LightWaves Defense JS + M

To protect the skin more effectively
against different types of light radiation

Pinky Cheeks

A blush enriched with
HydraGeneration Alpine rose

To give the skin balanced hydration

FOR THE LIPS

Plump Lips

A lip balm enriched with
Full Energy Vanilla

To increase the lips' cell metabolism

Silky Lips

A lipstick enriched with
All Fiber Booster Chinese hibiscus

To increase the lips' density and softness

FOR THE EYES

Deeper Look

A mascara enriched with
Healthy Shine Lilac

To keep eyelashes healthy

ACTIVE MAKE-UP



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FACE

Even Radiance

A tinted cream enriched with

Smooth Lightening White rose

To enhance the skin's radiance

PRODUCT



Tinted cream

To be used every day in urban environments. For a uniform complexion, restore radiance and inner balance that have been damaged by the urban environment.

Made with 96% natural or naturally derived ingredients

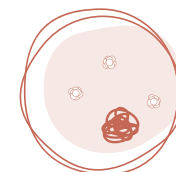
Light, easy-to-apply texture. Ensures effective moisturization with a mixture of oil-based components.

ACTIVE CELL

Smooth Lightening White rose

Provides enhanced radiance due to:

- PROTECTION AGAINST POLLUTION AND OXIDATION CAUSED BY UV
- RADIANT COMPLEXION DUE TO BETTER OXYGENATION AND DETOXIFICATION
- UNIFORM COMPLEXION DUE TO INCREASED CELL REGENERATION



ROSA ALBA CELL

INCI name of cells:
rosa alba leaf cell extract

FORMULA

INCI %

PHASE A

| | |
|---|---|
| Arachidyl alcohol (and) Behenyl alcohol | 4 |
| (and) Arachidyl glucoside | |
| Isocetyl stearoyl stearate | 3 |
| Coco-caprylate | 5 |
| Simmondsia chinensis seed oil | 5 |
| Isoamyl laurate | 2 |
| Coco-caprylate/caprate | 6 |

PHASE B

| | |
|---|-------|
| Aqua | 62.43 |
| Sodium phytate (and) Aqua (and) Alcohol | 0.1 |
| Glycerin | 2 |
| Pentylene glycol | 1 |
| Xanthum gum (and) Aqua | 0.3 |
| Chlorphenesin | 0.25 |

PHASE C

| | |
|--|------|
| Phenoxyethanol | 0.8 |
| CI 77891 (and) Squalane (and) | 5.0 |
| Polyhydroxystearic acid (and) CI 77491 (and) CI 77492 (and) Disteardimonium hectorite (and) Propylene carbonate (and) CI 77499 | |
| Glycerin (and) Rosa alba leaf cell extract | 0.5 |
| Parfum | 0.6 |
| Aqua (and) Citric acid | 0.02 |

FACE

Glowing Light

A foundation enriched with

LightWaves Defense JS + M

*For a uniform complexion
and to protect the skin.*

PRODUCT



Foundation

To be used every day in urban environments, the countryside, during sport.
For a uniform complexion and to protect the skin on the inside and the outside.

Made with 94% natural or naturally derived ingredients

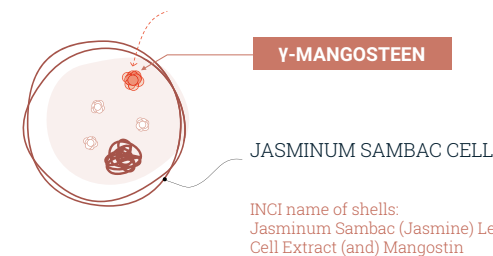
Light texture enriched with pigments to lighten to skin. An oil-in-water emulsion (usually water in oil or water in silicone).

ACTIVE SHELL

LightWaves Defense JS + M

Restores radiance and rejuvenates the face due to:

- PROTECTION AGAINST DAMAGE CAUSED BY UV, IR AND BLUE LIGHT
- FIRING ACTION
- ANTI-REDNESS ACTION



FORMULA

INCI

| PHASE A | |
|---|---|
| Polyglyceryl-2 stearate | 5 |
| Glyceryl stearate (and) Stearyl alcohol | 6 |
| Simmondsia chinensis seed oil | 5 |
| Isocetyl stearyl stearate | 4 |
| Dipentaerythrityl hexacaprylate/hexacaprate | 6 |

| PHASE B | |
|---|---------|
| Aqua | 58.5662 |
| Glycerin | 2 |
| Sodium phytate (and) Aqua (and) Alcohol | 0.1 |
| Pentylene glycol | 1 |
| Xanthan gum (and) Aqua | 0.3 |
| Chlorphenesin | 0.25 |
| CI 77891 (and) Phytic acid (and) Sodium hydroxide | 8 |
| CI 77492 (and) Phytic acid (and) Sodium hydroxide | 0.8 |
| CI 77491 (and) Phytic acid (and) Sodium hydroxide | 0.2 |
| CI 77499 (and) Phytic acid | 0.03 |
| (and) Sodium hydroxylaurylidimonium ethyl phosphate | |

| PHASE C | |
|---|--------|
| Phenoxyethanol | 0.8 |
| Glycerin | 0.5 |
| Jasminum sambac leaf cell extract | |
| Talc (and) Chlorite (and) Dolomite (and) CI 77713 | 1 |
| (and) Quartz | |
| Aqua (and) Citric acid | 0.0538 |
| Parfum (and) BHT (and) Eucalyptus (and) Camphor | 0.4 |
| (and) Tocopherol | |

FACE

Pinky Cheeks

A blush enriched with

HydraGeneration Alpine rose

To sculpt the face and enhance skin tone.



PRODUCT

Blush

To be used every day or at night to go to a party. Enhances skin tone and sculpts the face, making it appear less pale.

Made with 93% natural or naturally derived ingredients

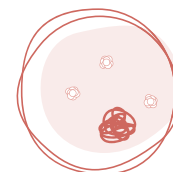
A non-compact blush. Easy to apply.

ACTIVE CELL

HydraGeneration Alpine rose

Provides with complete moisturization by:

- INCREASING WATER SUPPLY TO SKIN
- IMPROVING SKIN BARRIER BY INCREASING CELL RENEWAL



ROSA PENDULINA OXYODON CELL

INCI name of cells:
rosa pendulina oxyodon leaf cell extract

FORMULA

| INCI | % |
|---|------|
| PHASE A | |
| Dicaprylyl ether | 32.3 |
| Tocopherol | |
| Soybean oil | |
| Isocetyl stearyl stearate | 10 |
| Prunus domestica seed extract | 5 |
| Glyceryl behenate | 13 |
| Hydrogenated olive oil stearyl esters | 3 |
| C10-18 triglycerides | 5 |
| Tapioca starch | 5 |
| Aqua | |
| Cellulose | 15 |
| Aqua | |
| PHASE B | |
| Helianthus annuus seed oil | 0.5 |
| Rosa pendulina leaf cell extract | |
| CI 77019 | 2 |
| CI 77891 | |
| CI 77019 | 2.4 |
| Iron oxide | |
| CI 77891 | |
| CI 77891 | 6.8 |
| CI 77019 | |
| Silica | |

LIPS

Plump Lips

A lip balm enriched with

Full Energy Vanilla

To protect and strengthen the lips.

PRODUCT



Lip balm

To be used whenever you need to repair or protect your lips. Protects, nourishes and strengthens lips on the outside and inside.

Made with 98% natural or naturally derived ingredients

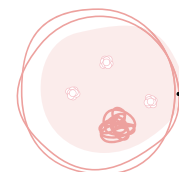
Easy-to-apply texture and convenient to use. A rich balm with waxes, natural oils and shea butter.

ACTIVE CELL

Full Energy Vanilla

Stimulates skin cell functions by:

- IMPROVING SKIN METABOLISM
- REGENERATING SKIN
- PROTECTING SKIN FROM OXIDATION



VANILLA PLANIFOLIA CELL

INCI name of cells:
vanilla planifolia leaf cell extract

FORMULA

INCI — %

PHASE A

| | |
|------------------------------------|-------|
| Copernicia cerifera cera | 5.5 |
| Euphorbia cerifera cera | 7 |
| Glyceryl behenate | 4.5 |
| Cera alba | 5 |
| Caprylic/capric triglyceride | 41.56 |
| Isocetyl stearate | 12 |
| Helianthus annuus seed oil | 10 |
| Butyrospermum parkii butter | 6 |
| C10-18 triglycerides | 7 |

PHASE B

| | |
|--------------------------------------|-----|
| Helianthus annuus seed oil | 0.5 |
| Vanilla planifolia leaf cell extract | |
| Tocopherol | 0.1 |
| Helianthus annuus seed oil | |
| Parfum | 0.8 |

PHASE C

| | |
|----------------|------|
| CI 77019 | 0.04 |
| CI 77491 | |
| CI 77891 | |

LIPS

Silky Lips

A lipstick enriched with

All Fiber Booster Chinese hibiscus

To color and strengthen lips.



PRODUCT

Lipstick

To be used every day and every night for extra shine.
To gently color and strengthen lips
with every application.

Made with 92% natural or naturally derived ingredients

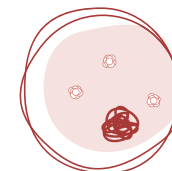
Easy-to-apply silky texture with vegetable oil
to nourish the lips.
Fashionable matt color.

ACTIVE CELL

All Fiber Booster Chinese hibiscus

Helps to reform skin tissue by:

- FIRMING SKIN, RESTRUCTURING THE FIBER LAYERS
- IMPROVING THE SKIN BARRIER
- SOFTENING THE SKIN



HIBISCUS ROSA SINENSIS CELL

INCI name of cells:
hibiscus rosa sinensis leaf cell extract

FORMULA

| INCI | % |
|--|-----|
| PHASE A | |
| Vegetable oil | 49 |
| Oryza sativa bran oil | |
| Rhus succedanea fruit wax | |
| Oryza sativa bran wax | |
| Helianthus annuus seed oil | |
| Tocopherol | |
| Ascorbyl palmitate | |
| Octyldodecyl myristate | 13 |
| Triheptanoin | 9.5 |
| Ricinus communis seed oil | 5 |
| PHASE B | |
| Hydrogenated polydecene | 6 |
| Red 7 lake (CI 15850) | |
| Polyhydroxystearic acid | |
| Polyglyceryl-2 triisostearate | 9 |
| CI 77491 | |
| PHASE C | |
| Cellulose | 3 |
| Aqua | |
| Cellulose | 4.5 |
| PHASE D | |
| Helianthus annuus seed oil | 0.5 |
| Hibiscus rosa sinensis leaf cell extract | |
| Parfum | 0.5 |

EYES

Deeper Look

A mascara enriched with

Healthy Shine Lilac

For an intense look.

PRODUCT

Mascara

To be used every day and everywhere
for a more intense look.
Enhances eye color and look.

Made with 98% natural or naturally derived ingredients

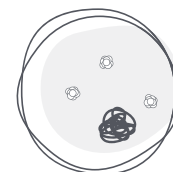
A very light texture emulsion with a wax base.

ACTIVE CELL

Healthy Shine Lilac

Gives balance and shine to eyelashes by:

- INCREASING CELL METABOLISM
- REDUCING OXIDATION
- SOOTHING



SYRINGA VULGARIS CELL

INCI name of cells:
syringa vulgaris leaf cell extract



FORMULA

INCI %

PHASE A

| | |
|---------------------------------|---|
| Isocetyl stearyl stearate | 5 |
| Copernicia cerifera cera | 3 |
| Cera alba | 5 |
| Cetyl alcohol | 5 |
| Polyglyceryl-3 distearate | 3 |
| Glyceryl stearate citrate | |

PHASE B

| | |
|--|------|
| Aqua | 64.5 |
| Glycerin | 3 |
| Pullulan | 4 |
| Sorbitol | |
| Acacia senegal gum | |
| Trehalose | |
| CI 77499 | 6 |
| Phytic acid | |
| Sodium hydroxylaurylidmonium ethyl phosphate | |

PHASE C

| | |
|------------------------------------|-----|
| Phenoxyethanol | 1 |
| Ethylhexylglycerin | |
| Helianthus annuus seed oil | 0.5 |
| Syringa vulgaris leaf cell extract | |

Create your own active make-up range

with Naolys products,

there are no limits

The entire Naolys portfolio is available for your make-up range

From anti-ageing to brightening, from protection to sensitive skin, from radiance to moisturization, the Naolys range offers numerous properties to add to your make-up products.

There are many species that can be matched to your range, in terms of color and story, depending on your brand's positioning.

Red flowers, blue flowers, elegant trees, tropical plants, royal plants, medicinal plants, the whole world of flowers and plants awaits you.

All Naolys products are available in 4 *formats* to suit any type of galenic formulation

OIL-BASED PRODUCTS

Use the sonicated cells in sunflower oil format - 20% sonicated cells in 80% sunflower oil. Other oil-based carriers are also available Customization on request.

PRESERVATIVE-FREE

To formulate lipsticks, lip balms, mascaras, eye shadows, eyeliners, BB creams, and oil-based make-up removal products.

WATER-BASED PRODUCTS

Use the dispersed or sonicated cells in glycerin format - 20% dispersed or sonicated cells in 80% glycerin water-based carrier also available. Customization on request.

PRESERVATIVE-FREE

To formulate BB creams, primers, concealers, gloss, lip bases, and water-based make-up removal products.

SOLID PRODUCTS

Use the cells in powder format – 100% cells

PRESERVATIVE-FREE

To formulate eye shadows, pressed powders, bronzers, and any other solid products.

*Be creative with Naolys
cells and shells*

MORE INFORMATION

Contact the Naolys distributor
in your country or Naolys at

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