



# SOCIAL RENAISSANCE

*#SocializingSeason*

# Hello. you!

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Social Renaissance refers to a revival of pre-pandemic social outings and celebrations. It incites the transition from social distancing into the socializing season. The days of isolation and staying home are behind us and the best is yet to come! We are ready for social events and celebrations with friends and family. This could be everything from a wedding to a baby shower or even a family dinner.

With celebrations comes dressing up and getting glam. As the need for color cosmetics starts to grow again, the future holds multifunctional beauty products. Next generation cosmetics continue to shift to a hybridization of color cosmetics and skincare. Makeup can act as another layer of protection by incorporating skincare benefits such as moisturization, antioxidant protection, or sebum control. Have fun and indulge with adventurous makeup to provide a flawless, confident finish for every celebration.

*It's a celebration!*

Every day can feel like a celebration with the **Social Renaissance Kit** collection. Weddings, birthdays, a family get together – every event is a reason to celebrate!

Getting ready is an event all its own. A natural glam makeup look with a bold pout and alluring fragrance elevates self-confidence and keeps you camera-ready for every social event.

Experience the ultimate glow up with the **Social Renaissance Kit** collection!



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Let's socialize!

# SOCIAL RENAISSANCE

*Shimmering Sapphire  
Eye Jelly*



Indulgent

moisturize &  
alleviate inflammation

*Pout & About  
Lip and Cheek Stain*



Adventurous

lip & cheek stain for  
full lips & plump cheeks

*#NoFilter Perfecting  
Concealer*



Flawless

protect & perfect for  
harmonized skin

# #SocializingSeason

*Amp Up The Attitude  
Brow Gel*



Protect

ultimate amped up attitude  
in one nourishing swipe

*Swipe Right  
Scent Balm*









Confident

replenish & lock in  
skin moisture

# Shimmering Sapphire Eye Jelly

An eye-catching look is all yours with Shimmering Sapphire Eye Jelly. Formulated with antioxidant-rich **Phyto-Biotics Perilla®** and refreshing **ABS Wild Mint Extract G**, this sophisticated metallic eyeshadow has a soft, jelly-like texture and delivers a dazzling finish. This buildable shadow glides on in layers, so your eye makeup can be super-sheer, really bold, or anywhere in-between.

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	40600 Phyto-Biotics Perilla®	Perilla Frutescens Extract	Utilizes plant stem cell technology to capitalize on the known rejuvenating and conditioning benefits associated with rosmarinic acid	<ul style="list-style-type: none"> <li>• Increases Cellular Metabolism</li> <li>• Antioxidant</li> <li>• Stem Cell Technology</li> </ul>
	20522PF AC Sapphire Extract PF	Water & Sapphire Extract	A luxurious extract to capitalize on holistic approaches to address every day self-care regimens	<ul style="list-style-type: none"> <li>• Revitalizing</li> <li>• Gemstone</li> <li>• Rejuvenating</li> </ul>
	16908 BiEau® Actif Tri-Mushroom	Ganoderma Lucidum Extract & Inonotus Obliquus (Mushroom) Extract & Cordyceps Sinensis Extract	A botanical essence designed to encourage an isotonic environment, reduce inflammation and promote antioxidant protection for the skin	<ul style="list-style-type: none"> <li>• Anti-Inflammatory</li> <li>• Rejuvenating</li> <li>• Antioxidant</li> </ul>
	10558 ABS Royal Jelly Extract G	Glycerin & Royal Jelly	Designed to offset cell degradation by promoting natural collagen production and moisturization to protect our skin	<ul style="list-style-type: none"> <li>• Collagen Synthesis</li> <li>• Antioxidant</li> <li>• Moisturization</li> </ul>
	10634 ABS Wild Mint Extract G	Glycerin & Mentha Arvensis Leaf Extract	A water soluble extract to provide known nourishing and purifying benefits of wild mint for skin and hair	<ul style="list-style-type: none"> <li>• Revitalizing</li> <li>• Botanical origin</li> <li>• Reinvigorating</li> </ul>
	M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	A powerful probiotic-based ingredient based on the fermentation of Lactobacillus and production of antimicrobial peptides	<ul style="list-style-type: none"> <li>• Moisturization</li> <li>• Natural Antimicrobial</li> <li>• Promotes Microbiome Balance</li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
Purified Water	Water	69.90	Local
40600 Phyto-Biotics Perilla®	Perilla Frutescens Extract	2.00	Active Concepts
20522PF AC Sapphire Extract PF	Water & Sapphire Extract	2.00	Active Concepts
16908 BiEau® Actif Tri-Mushroom	Ganoderma Lucidum Extract & Inonotus Obliquus (Mushroom) Extract & Cordyceps Sinensis Extract	2.00	Active Concepts
10558 ABS Royal Jelly Extract G	Glycerin & Royal Jelly	2.00	Active Concepts
10634 ABS Wild Mint Extract G	Glycerin & Mentha Arvensis Leaf Extract	2.00	Active Concepts
M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	4.00	Active Micro Technologies
<b>Phase B</b>			
Colorona® Light Blue	Mica & Titanium Dioxide & Ferric Ferrocyanide	9.00	Rona / McCullough & Associates
Colorona® Blackstar Blue	Iron Oxides & Mica	3.00	Rona / McCullough & Associates
Ronastar® Blue Sparks	Calcium Aluminum Borosilicate & Titanium Dioxide & Silica & Tin Oxide	3.00	Rona / McCullough & Associates
<b>Phase C</b>			
Rheostyl 85 L	Acrylates copolymer	5.00	Coatex an Arkema Group/ Integrity Ingredients Corporation
Sodium Hydroxide 25% Solution	Water & Sodium Hydroxide	1.10	EMD Performance Materials / McCullough & Associates
Rheostyl 90 N	Acrylates/Beheneth-25 Methacrylate Copolymer	4.00	Coatex an Arkema Group/ Integrity Ingredients Corporation

## Formulation Guidelines

1. Combine Phase A, one by one, with mixing.
2. Add Phase B to Phase A with mixing.
3. Add Phase C to AB, one by one, with agitation until uniform after each addition.




Shimmering Sapphire Eye Jelly



Why We Love It  
shimmery & bold eyes

# Pout & About Lip and Cheek Stain

Turn on the sass with Pout & About Lip and Cheek Stain! This bright cherry red tinted multi-tasking stain glides right on lips for a juicy burst of color and blends beautifully onto cheeks for a sweet, vibrant flush. Infused with **ABS Plant Milk Complex** for nourishment and **SpiraColl®** to promote collagen production for full lips and plump cheeks.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 11238PF ABS Orange Flower Water PF	Citrus Aurantium Dulcis (Orange) Flower Water	A popular citrus fruit flower water in the nutrition industry to impart nourishing and conditioning benefits	<ul style="list-style-type: none"><li>• Brand Differentiation</li><li>• Highly Marketable Origin</li><li>• Skin Conditioning</li></ul>
 20942 ABS Plant Milk Complex	Water & Elaeis Guineensis Extract & Phalaenopsis Amabilis Extract & Cocos Nucifera (Coconut) Fruit Extract	Extracts of coconut, white moon orchid, and oil palm to offer an ingredient capable of nourishing and revitalizing the complexion	<ul style="list-style-type: none"><li>• Conditioning</li><li>• Nourishing</li><li>• Revitalizing</li></ul>
 M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	A powerful probiotic-based ingredient based on the fermentation of Lactobacillus and production of antimicrobial peptides	<ul style="list-style-type: none"><li>• Moisturization</li><li>• Natural Antimicrobial</li><li>• Promotes Microbiome Balance</li></ul>



# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
Purified Water	Water	80.53	Local
Natursol EMI 132	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer & C15-19 Alkane & Lauryl Glucoside	4.00	SNF SAS
<b>Phase B</b>			
Unicert Red K07004-J	CI 14700/ Red 4	0.15	Sensient Cosmetic Technologies
Unicert Yellow 08006-J	CI15985 / Yellow 6	0.07	Sensient Cosmetic Technologies
<b>Phase C</b>			
Glycerin	Glycerin	5.00	EMD Performance Materials / McCullough & Associates
11238PF ABS Orange Flower Water PF	Citrus Aurantium Dulcis (Orange) Flower Water	2.00	Active Concepts
20942 ABS Plant Milk Complex	Water & Elaeis Guineensis Extract & Phalaenopsis Amabilis Extract & Cocos Nucifera (Coconut) Fruit Extract	2.00	Active Concepts
M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	4.00	Active Micro Technologies
24.914 Mimosa Type Flavor N&A	Flavor	1.00	Flavorchem
L-Arginine	Arginine	0.25	Ajinomoto

## Formulation Guidelines

1. Combine Phase A by slowly adding Natursol EMI 132 to Purified Water with mixing until uniform.
2. Sprinkle Phase B, one by one, to Phase A with mixing.
3. Add Phase C, one by one, to batch with mixing until uniform after each addition. Discharge.

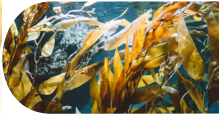








*Part B About Life and Greek Strain*

*Why We Love It*  
promotes collagen production

# #NoFilter Perfecting Concealer

Cover up even the slightest imperfection with the perfect concealer and a good time! With **BiEau® Actif Brown Algae**, **ABS Coconut Water PF**, **ABS Moringa Pterygosperma Seed Extract G**, and **ACB Yogurt Extract**, you'll be inspired for any outing, and look good doing it. The #NoFilter Perfecting Concealer will provide a flawless finish, making you picture-perfect for your favorite events!

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	16905 BiEau® Actif Brown Algae	Laminaria Japonica Extract	A sustainably sourced essence of brown algae that encourages an isotonic environment while promoting antioxidant protection	<ul style="list-style-type: none"> <li>• Rejuvenating</li> <li>• Wrinkle Reduction</li> <li>• Antioxidant</li> </ul>
	10568PF ABS Coconut Water PF	Cocos Nucifera (Coconut) Water	Incorporates natural hydration into skincare for a refreshed look and feel	<ul style="list-style-type: none"> <li>• Moisturization</li> <li>• Antioxidant</li> <li>• Rejuvenating</li> </ul>
	10550 ABS Moringa Pterygosperma Seed Extract G	Glycerin & Moringa Oleifera Seed Extract	Provides beneficial conditioning properties, antioxidant, and pollution protection benefits for a healthy complexion	<ul style="list-style-type: none"> <li>• Pollution Protection</li> <li>• Botanical</li> <li>• Antioxidant</li> </ul>
	20070 ACB Yogurt Extract	Water & Yogurt Extract	Capitalize on a consumer recognizable material capable of nourishing and rejuvenating the complexion	<ul style="list-style-type: none"> <li>• Revitalizing</li> <li>• Nourishing</li> <li>• Antioxidant</li> </ul>
	30343 SilDerm® Illuminating 5	Cyclopentasiloxane & Polysilicone-11	With its smoothing and soothing properties, this product forms a polymeric film on the skin for a youthful-looking aesthetic	<ul style="list-style-type: none"> <li>• Smoothing</li> <li>• Light Diffusing</li> <li>• Film-Forming</li> </ul>
	30308 SilDerm® Colorset IB	Isododecane & Hydroxypropyl Dimethiconylpropyl Acrylates Copolymer	Creates a smooth film for improved slip while increasing adhesion to allow for long-wearing potential	<ul style="list-style-type: none"> <li>• Pigment Dispersion</li> <li>• Aesthetic Modification</li> <li>• Long-Wearing Potential</li> </ul>
	M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	A powerful probiotic-based ingredient based on the fermentation of Lactobacillus and production of antimicrobial peptides	<ul style="list-style-type: none"> <li>• Moisturization</li> <li>• Natural Antimicrobial</li> <li>• Promotes Microbiome Balance</li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
30343 SilDerm® Illuminating 5	Cyclopentasiloxane & Polysilicone-11	40.00	Active Concepts
30308 SilDerm® Colorset IB	Isododecane & Hydroxypropyl Dimethiconylpropyl Acrylates Copolymer	1.00	Active Concepts
BELSIL® SPG 128 VP	Cyclopentasiloxane & Caprylyl Dimethicone Ethoxy Glucoside	4.00	Wacker Chemical Corporation/Brenntag Specialties
KoboGel PM Light	Titanium Dioxide (and) Iron Oxides (CI 77491) (and) Iron Oxides (CI 77492) (and) Iron Oxides (CI 77499) (and) Isododecane (and) Isohexadecane (and) Lecithin (and) Polyhydroxystearic Acid (and) Ethylene/Propylene/Styrene Copolymer (and) Butylene/Ethylene/Styrene Copolymer (and) Isopropyl Titanium Triisostearate	40.00	Kobo Products, Inc.
<b>Phase B</b>			
16905 BiEau® Actif Brown Algae	Laminaria Japonica Extract	5.00	Active Concepts
10568PF ABS Coconut Water PF	Cocos Nucifera (Coconut) Water	2.00	Active Concepts
10550 ABS Moringa Pterygosperma Seed Extract G	Glycerin & Moringa Oleifera Seed Extract	2.00	Active Concepts
20070 ACB Yogurt Extract	Water & Yogurt Extract	2.00	Active Concepts
Gransil SiW-066	Dimethicone & Polysilicone-11 & Butylene Glycol & Water & Decyl Glucoside	1.00	Grant Industries
Granresin SiW-MQIZ	Isododecane & Trimethylsiloxysilicate & Water & Propanediol & Decyl Glucoside	1.00	Grant Industries
M15008 Leucidal® Liquid	Leuconostoc/Radish Root Ferment Filtrate	2.00	Active Micro Technologies

## Formulation Guidelines

1. Combine Phase A with mixing, ensuring uniformity after each addition.
2. Add Phase B to A, one by one, with mixing until uniform after each addition.

#NoFilter Perfecting Concealer






Why We Love It  
imperfection perfector



# Amp Up The Attitude Brow Gel

You can't show attitude without exceptional brows! The Amp Up the Attitude Brow Gel will keep your brows in check whatever the event. **ABS Hemp Seed Extract G PF** and **AC Rice Solution** will keep your brows nourished and conditioned to stir up a good time at any work event, birthday party, or night on the town!

	Featured Active	INCI Name	Mechanism	Multifunctional Benefits
	11298 AC Rice Solution	Oryza Sativa (Rice) Extract	Traditionally used in cosmetics to provide hydrating, conditioning, cleansing, and nutritive benefits	<ul style="list-style-type: none"><li>• Nourishing</li><li>• Conditioning</li><li>• Great for Skin, Scalp, and Hair</li></ul>
	10629 ABS Hemp Seed Extract G PF	Glycerin & Cannabis Sativa Seed Extract	Capitalizes on nourishing, antioxidant-rich hemp to provide nourishment in both skin and hair care applications	<ul style="list-style-type: none"><li>• Nourishing</li><li>• Botanical</li><li>• Trendy</li></ul>
	M14005 ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that deliver skin benefits	<ul style="list-style-type: none"><li>• Hydrating</li><li>• Moisturizing</li><li>• Vegan</li></ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
Purified Water	Water	88.50	Local
Hydroxyethylcellulose (HEC)	Hydroxyethylcellulose	0.50	Formulator Sample Shop
<b>Phase B</b>			
Luviskol® VA 64 Powder	VP/VA Copolymer	3.00	BASF/IMCD
11298 AC Rice Solution	Oryza Sativa (Rice) Extract	2.00	Active Concepts
10629 ABS Hemp Seed Extract G PF	Glycerin & Cannabis Sativa Seed Extract	2.00	Active Concepts
M14005 ProBiotic V™	Lactobacillus Ferment Lysate	4.00	Active Micro Technologies

#### Formulation Guidelines

1. Combine Phase A by sprinkling HEC to Water of Phase A with mixing until gelled and clear.
2. Add Phase B to Phase A with mixing until uniform after each addition.






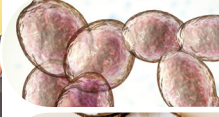


*Ampe Up The Attitude Brown Gel*



*Why We Love It*  
nourishes & conditions brows

# Swipe Right Scent Balm

Subtle yet seductive. Bold yet shy. Masculine yet feminine. Swipe Right Scent Balm hydrates with nourishing, natural oils and delivers a sultry fragrance sure to turn heads. **AcquaSeal® Coconut** and **ABS Pomegranate Sterols** combine to provide a sensuous slip while **AC Vegan Yogurt Hydrolysate SF** contributes long-lasting moisture. This fragranced balm melts at your fingertips for precision scent application.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 10247 ABS Pomegranate Sterols	Punica Granatum Sterols	Superfruit ingredient beneficial as a natural replacement for synthetic or animal-derived materials and capable of increasing moisture levels	<ul style="list-style-type: none"> <li>• Moisturization</li> <li>• Improves Skin Density</li> <li>• Improved Barrier Function</li> </ul>
 20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Fractionated coconut lipids seal in moisture and transform the skin into a luxuriously soft, hydrated surface	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Perceivable Sensorial Attributes</li> <li>• Moisturizing</li> </ul>
 A70000 Organic Avocado Oil Butter	Theobroma Cacao (Cocoa) Seed Butter & Persea Gratissima (Avocado) Oil	Harnesses the conditioning and hydrating benefits of avocado oil for skin and hair care	<ul style="list-style-type: none"> <li>• Designed to Moisturize</li> <li>• Luxurious texture</li> <li>• Smooth afterfeel</li> </ul>
 16706 ABS Sunflower Seed Extract OS	C12-15 Alkyl Benzoate & Helianthus Annuus (Sunflower) Seed Extract	Sunflowers have been shown to help the skin to retain moisture and provide antioxidant protection	<ul style="list-style-type: none"> <li>• Botanical</li> <li>• Rejuvenating</li> <li>• Nourishing</li> </ul>
 10325 ABS Honey Extract OS	Simmondsia Chinensis (Jojoba) Seed Oil & Honey Extract	An oil-soluble ingredient that capitalizes on the revitalizing benefits of honey for hair and skin	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Nourishing</li> <li>• Great for Skin and Hair</li> </ul>
 10950 AC Saccharomyces Ferment	Saccharomyces Ferment	Metabolites released by yeast ferment convert odor compounds into larger, heavier compounds to promote a less perceivable odor	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Deodorants</li> <li>• Hygiene Products</li> </ul>
 20653SFV AC Vegan Yogurt Hydrolysate SF	Cocos Nucifera (Coconut) Fruit Extract & Lactobacillus Ferment	The natural solution for non-animal-derived, hydrolyzed yogurt protein for the rising vegan trend in cosmetics	<ul style="list-style-type: none"> <li>• Intense Moisturization</li> <li>• Redness Reduction</li> <li>• Topical Probiotic</li> </ul>
 M14005 ProBiotic V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that deliver skin benefits	<ul style="list-style-type: none"> <li>• Probiotic Provenance</li> <li>• Redness Reduction</li> <li>• Natural Antimicrobial</li> </ul>



# Sample Formulation

Swipe Right Scent Balm

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
10247 ABS Pomegranate Sterols	Punica Granatum Sterols	36.00	Active Concepts
20742 AcquaSeal® Coconut	Cocos Nucifera Extract	20.00	Active Concepts
A70000 Organic Avocado Oil Butter	Theobroma Cacao (Cocoa) Seed Butter & Persea Gratissima (Avocado) Oil	10.00	Active Concepts
16706 ABS Sunflower Seed Extract OS	C12-15 Alkyl Benzoate & Helianthus Annuus (Sunflower) Seed Extract	5.00	Active Concepts
10325 ABS Honey Extract OS	Simmondsia Chinensis (Jojoba) Seed Oil & Honey Extract	5.00	Active Concepts
Genuine Rice Bran Wax SP-9002	Oryza Sativa (Rice) Bran Wax	3.00	Strahl & Pitsch
HallStar® CO-1695 Cetyl Alcohol, NF	Cetyl Alcohol	2.00	HallStar
Micropoly 204	Synthetic Wax	5.00	Micro Powders, Inc. / McCullough & Associates
GelMatte 511	Polypropylene & Isohexadecane & Polyamide-8 & Polyhydroxystearic Acid	5.00	Micro Powders, Inc. / McCullough & Associates
IMWITOR® 600	Polyglyceryl-3 Ricinoleate	2.00	IOI Oleo GmbH
<b>Phase B</b>			
10950SF AC Saccharomyces Ferment SF	Saccharomyces Ferment	1.00	Active Concepts
20653SFV AC Vegan Yogurt Hydrolysate SF	Cocos Nucifera (Coconut) Fruit Extract & Lactobacillus Ferment	1.00	Active Concepts
M14005 ProBiocin V	Lactobacillus Ferment Lysate	2.00	Active Micro Technologies
Unisex Fragrance N44188	Fragrance	3.00	Carrubba

## Formulation Guidelines

1. Combine Phase A and heat to 70 - 75C.
2. At 70-75C, add Phase B ingredients separately to Phase A. Mix well. Pour into molds.



Why We Love It  
hydrate & nourish lips



*Stay in Touch!*

@activeconceptsglobal



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