



Makeup  
*#ExpressYourTrueColors*

# Introduction

Customers typically use makeup products to gratify their spirits and feel more attractive and confident. When it comes to self-expression, there are no set guidelines. The creativity aspect of makeup is an outlet for consumers to embrace their individuality and paint their true colors.

We should look at two key figures in order to fully understand the future of the color cosmetics market. The first is the size of the global color cosmetics market, which was estimated at \$72.74 billion in 2022 and is expected to increase from \$77.73 billion in 2023 to \$114.65 billion by 2030 (Source: Fortune Business Insight). The second is the industry for natural and organic cosmetics, which is expected to increase from USD 41.38 billion in 2023 to USD 85.47 billion by 2032 (Source: Market Research Future).

Experts observe a rising desire for cosmetics with natural, plant-based components and clean-label packaging. Due to customers' increasing awareness of the risks and benefits of various chemicals on skin health, many producers in the industry are focusing on using natural and organic ingredients in facial makeup rather than synthetic-based ones.

Furthermore, consumers prefer multipurpose products that can accomplish two goals at once. These products provide instant and long-term benefits for the skin as well. This is particularly true in light of the rise of the "clean girl" look and the increase in searches for "no-makeup makeup." The latest generation of skincare-makeup hybrids combines cosmetics with skincare benefits to gently improve skin, including primers, skin tints, lipsticks, and even mascara. These multipurpose products simplify our beauty routines while simultaneously blurring the line between skincare and makeup.

Excellent botanical-based raw ingredients are offered by Active Concepts to the color cosmetics industry. You can find examples of active compounds that can be used in color cosmetics products like primer, foundation, powders, and lip products in our Makeup Brochure. These components are a natural alternative to their synthetic substitutes and provide both functional and aesthetic activities. They also contribute significantly to differentiating from the competition in terms of naturalness, marketing, and efficacy.

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Natural makeup wants to have fun!

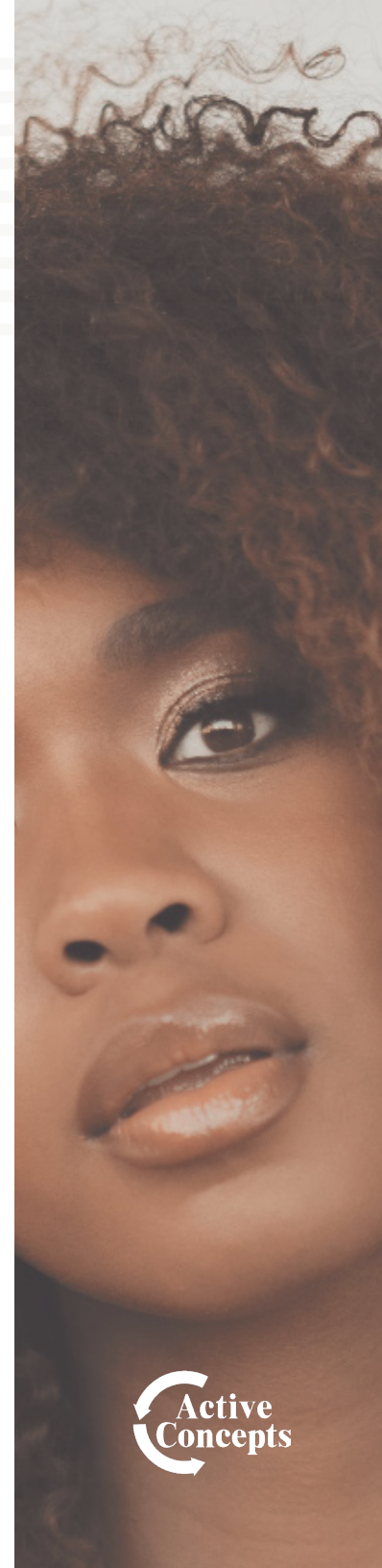


# Product Categories

# Moisturizer







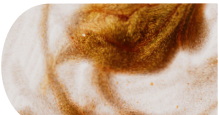

On dry skin, makeup adheres and settles into fine wrinkles. As a result, your makeup may look flaky or uneven and may have a cakey appearance. By making sure your face is adequately hydrated, you can avoid this from happening. A moisturizer can even help makeup last longer by making the skin's surface smoother so that foundation or concealer can be applied more evenly. Additionally, moisturizing skin before applying makeup can help counteract dull skin and control oil production because excessive oil dissolves makeup more quickly.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	11907 AC Watercress Extract SF	Water & Nasturtium Officinale Extract & Lactobacillus Ferment	Superfood ingredient that promotes antioxidant effects, counteracting the damages of UV radiation, pollutants, and foreign substances on the skin.	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Skin Barrier</li> <li>• Skin Homeostasis</li> </ul>
	12011 AC AmaraSense	Water & Glycyrrhiza Glabra (Licorice) Root Extract & Salix Alba (Willow) Bark Extract & Cynara Scolymus (Artichoke) Leaf Extract & Lactobacillus Ferment	Upcycled blend that can stimulate cutaneous bitter taste receptors. It helps restore balance in your skin by boosting intracellular calcium levels.	<ul style="list-style-type: none"> <li>• Pro-Aging</li> <li>• Reparation</li> <li>• Anti-Dryness</li> </ul>
	12006 AC OleaShield	Lactobacillus & Olea Europaea (Olive) Fruit Water & Lactobacillus Ferment	Biofermented and upcycled olive waste water, it activates the autophagy detoxification, counteracting the age-related decline in skin cell function.	<ul style="list-style-type: none"> <li>• Detoxification</li> <li>• Pro-Aging</li> <li>• Antioxidant</li> </ul>
	16935 AC PomeaShield	Water & Punica Granatum Fruit Extract & Lactobacillus Ferment	Antioxidant and anti-aging ingredient that reduces the signs of aging by targeting senescent cells. It increases fibroblast elastin synthesis.	<ul style="list-style-type: none"> <li>• Reduces Cellular Senescence</li> <li>• Elastin Synthesis</li> <li>• Antioxidant</li> </ul>
	10257 ABS Amaranthus Squalane	Squalane	This natural emollient imparts a suppleness to the skin with a light, non-greasy and easily absorbed aesthetic.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Moisturizing</li> <li>• Anti-Dryness</li> </ul>
	16558G AC Vegetable Ceramides G	Glycerin & Glycosphingolipids	Plant-derived ingredient that increases hydration, protects the skin from transepidermal water loss, and reinforces the skin's protective barrier.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Nourishing</li> <li>• Moisture Retention</li> </ul>
	M16008 PhytoCide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	It provides a broad-spectrum protection for cosmetic application. Can be used to enhance antioxidant properties and help protect the skin.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Antioxidant</li> <li>• Formulation-Friendly</li> </ul>






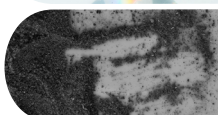




# Primer & Foundation

A crucial component of your skincare and cosmetics routine is primer. The use of outstanding ingredients for face primer will improve your makeup game. Your skin will benefit from primer as you proceed with your makeup. In addition to blurring pores and smoothing skin, primer also aids in reducing the amount of oil produced throughout the day, facilitates a flawless makeup application, and prolongs the wear time of makeup. A non-transfer face foundation is an element of face makeup that comes after primer. In fact, it is one of the most crucial aspects of applying makeup to the face because it serves as the foundation for all other makeup looks you wish to create. Nowadays, face foundation not only covers defects, but also moisturizes and protects skin from external damaging agents.

Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
 21005PF AC Biopolymer Chia PF	Coconut Acid & Salvia Hispanica Seed Extract & Leuconostoc/Radish Root Ferment Filtrate	Disrupts the surface tension of sebum on the skin by binding to excess oils. Helps to control oily-prone skin.	<ul style="list-style-type: none"> <li>• Sebum Control</li> <li>• Ideal for Problem Skin</li> <li>• Film-Forming</li> </ul>
 20395PFN AC Sebum Control Enzyme PF	Butylene Glycol & Aqua & Spiraea Ulmaria Extract & Lactobacillus Ferment	Regulates the sebum on the skin to maintain a healthy balance, thus preventing overly oily or dry skin.	<ul style="list-style-type: none"> <li>• Sebum Control</li> <li>• Ideal for Problem Skin</li> <li>• Anti-Dryness</li> </ul>
 16674 Honey Matte	Honey Cocoates	Thanks to its ability to change the way sebum exists on the skin, it is useful for providing a matte finish while also reducing an oily appearance.	<ul style="list-style-type: none"> <li>• Sebum Control</li> <li>• Ideal for Problem Skin</li> <li>• Shine-Free Skin</li> </ul>
 10221PF ABS Aloe Beta-Glucan PF	Water & Aloe Barbadensis Leaf Extract & Yeast Extract	Capable of providing transfer-resistant benefits and improving consumer perception of foundation coverage.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Transfer Resistance</li> <li>• Sensorial Application</li> </ul>
 16617 ProRevive BB Complex	Lactobacillus/Salix Alba Bark Ferment Filtrate	Designed to improve overall skin health. It delivers skin moisturization, provides antimicrobial protection, and boosts collagen synthesis.	<ul style="list-style-type: none"> <li>• Soothing</li> <li>• Anti-Aging</li> <li>• Antioxidant</li> </ul>
 22044 ABS Cotton Powder	Gossypium Herbaceum (Cotton) Powder	While this ingredient can be utilized as an absorbent for mattifying foundations and powders, it can also add a natural claim while providing comforting care.	<ul style="list-style-type: none"> <li>• Absorbent</li> <li>• Mattifying</li> <li>• Conditioning</li> </ul>
 22011 AC Rice Starch Powder	Oryza Sativa (Rice) Starch	While this ingredient can be utilized as an absorbent for mattifying foundations and powders, it can also add a natural claim while providing comforting care.	<ul style="list-style-type: none"> <li>• Absorbent</li> <li>• Mattifying</li> <li>• Conditioning</li> </ul>
 M15019MAX Leucidal® SF Max	Lactobacillus Ferment	A powerful probiotic-based ingredient that offers both great moisturizing effects and broad-spectrum natural antimicrobial properties.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Skin Conditioning</li> <li>• Rejuvenating</li> </ul>

# Eyeshadow & Highlighter









Nude, matte, bright, pastel, or color-pop eyeshadows have been designed to help you develop your personality. Anyone can easily experiment with countless colors to give their eyes more dimension and depth, match their eye color, make their eyes appear larger, or just focus attention on their eyes. Highlighters, which reflect light, improve your complexion by giving your skin a brighter, more youthful shine. They make cheekbones appear more pronounced and improve complexion. They are available in liquid, cream, and powder form, and can help you emphasize your best features, look young, and feel fresh.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	20431PF ACB Tonka Bean Bioferment PF	Lactobacillus/Dipteryx Odorata Seed Ferment Filtrate	Capable of increasing luminescence so skin appears healthy and revitalized, while evening skin tone and discolorations.	<ul style="list-style-type: none"> <li>• Pollution Protection</li> <li>• Skin Illuminating</li> <li>• Chromatherapy</li> </ul>
	20493 AC Powdered Amethyst	Amethyst Powder	Loved for their beautiful violet color, amethysts are used to illuminate and beautify skin and eyes.	<ul style="list-style-type: none"> <li>• Gemstone Trend</li> <li>• Conditioning</li> <li>• Adds Luster</li> </ul>
	22010 AC Diamond Dust	Diamond Powder	Capitalizes on the gemstone therapy by illuminating skin and eyes.	<ul style="list-style-type: none"> <li>• Classic Luxury</li> <li>• Conditioning</li> <li>• Adds Luster</li> </ul>
	22031 AC Black Diamond Powder	Diamond Powder	Luxuriant ingredient designed to enhance the marketing appeal of cosmetic applications by evoking an intense sense of exclusivity.	<ul style="list-style-type: none"> <li>• Gemstone Luxury</li> <li>• Extravagance Beauty</li> <li>• Adds Luster</li> </ul>
	20227 ACB Yogurt DRF® Powder	Lactobacillus Bulgaricus Lysate Extract	Designed to boost collagen synthesis and reduce redness to aid in providing a younger and healthier complexion.	<ul style="list-style-type: none"> <li>• Probiotic-Derived</li> <li>• Soothing</li> <li>• Stimulates Collagen Production</li> </ul>
	11059 ABS Yuzu Extract OS	Helianthus Annuus (Sunflower) Seed Oil & Citrus Junos Peel Extract	Known for its antioxidant, anti-aging, and anti-inflammatory properties, it can be used to keep the skin shiny and healthy.	<ul style="list-style-type: none"> <li>• Nourishing</li> <li>• Conditioning</li> <li>• Antioxidant</li> </ul>
	M16001 PhytoCide Black Currant Powder	Ribes Nigrum (Black Currant) Fruit Extract	It can provide effective antimicrobial, antioxidant, conditioning, and anti-inflammatory benefits.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Conditioning</li> <li>• Antioxidant</li> </ul>
	M15021-Leucidal® Liquid PT	Lactobacillus Ferment	Broad-spectrum antimicrobial product with probiotic and conditioning properties. Designed for use in pressed powder applications.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Conditioning</li> <li>• Antioxidant</li> </ul>



# Lash & Brow









Mascara or eyelash treatments aim to lengthen, thicken, and darken your lashes, whilst eyebrow products color, define, and shape your brows, keeping the hairs in place and giving them a solid, long-lasting hold, while also improving their fullness. For many beauty enthusiasts, mascara and brow products are ideal for completing a full-faced look or enhancing a fresh face. With just one swipe, both items can quickly make anyone look fresh and polished. Thanks to absolutely gorgeous natural ingredients, mascara and eyebrow products do more than just serve as simple color cosmetics: they also help condition and improve the health of the eyelashes and eyebrows.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	20988 AC AlfalfaBoost	Medicago Sativa (Alfalfa) Callus Culture Conditioned Media Extract & Lactobacillus Ferment Lysate	Extracted from alfalfa and naturally high in sulfur content, this ingredient is useful to enhance hair and eyelash length and density.	<ul style="list-style-type: none"> <li>• Lengthens Hair Shaft</li> <li>• Increases Eyelash Length</li> <li>• Antioxidant</li> </ul>
	20624PF AC Plant Keratin PF	Hydrolyzed Corn Protein & Hydrolyzed Wheat Protein & Hydrolyzed Soy Protein & Leuconostoc/Radish Root Ferment Filtrate	A natural complex of hydrolyzed proteins that mimics animal-derived keratin. It enhances conditioning properties in eyelashes and eyebrows.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Film-Forming</li> <li>• Moisturizing</li> </ul>
	20964 AC Vegan Keratin OS	Prunus Armeniaca (Apricot) Kernel Oil & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract	An oil-soluble vegan keratin alternative that consists of hydrolyzed superfood proteins. It increases hair hydration and smoothness.	<ul style="list-style-type: none"> <li>• Increases Hair Hydration</li> <li>• Reduces Frizz</li> <li>• Conditioning</li> </ul>
	16810 ACB Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide & Leuconostoc/Radish Root Ferment Filtrate	Derived from pea protein hydrolysis via fermentation. It provides hydration whilst working to thicken and increase hair volume.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Hydrating</li> <li>• Volumizing</li> </ul>
	16916 Mycofuse® Protect	Aqua & Lentinus Edodes Mycelium Extract & Lactobacillus Ferment	The adhesive properties of mycelium encourage the ability to attach or fuse to the hair strand and seal the cuticle, improving strength and elasticity.	<ul style="list-style-type: none"> <li>• Hair Strengthening</li> <li>• Smooth Hair</li> <li>• Hair Protectant</li> </ul>
	16912 VegeaSilk	Yeast Amino Acids & Lactobacillus Ferment	Useful in lash and brow formulations as an effective moisturizing agent and film-former. It promotes the comfort and elegance of vegan silk.	<ul style="list-style-type: none"> <li>• Hydrating</li> <li>• Conditioning</li> <li>• Film-Forming</li> </ul>
	20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Enhances the feel of a formulation and can endow the eyelashes and brows with a silk texture to help provide hydration and hold the hairs in place.	<ul style="list-style-type: none"> <li>• Intense Moisturization</li> <li>• Grease-Free Feeling</li> <li>• Moisture Retention</li> </ul>
	ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method, capturing bacteriocin peptides that promote redness reduction and moisturization.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Skin Conditioning</li> <li>• Anti-Redness</li> </ul>









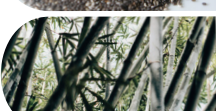

# Lip Care

Lipstick has the power to make any day better! Make your lips more pronounced, and make your mouth appear more full. You can choose ingredients that will give your lips a natural fullness or a high-shine finish, employing materials that can be used to create lip glosses and mimic the appearance of a volumized pout. You can choose the best lip care features from a variety of textures and botanical raw materials.

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	20458PF AC DermaPeptide Warming PF	Lactobacillus/Capsicum Frutescens Fruit Ferment Extract	Utilizes the stimulating qualities of <i>Capsicum</i> to help create a plumping effect on the lips.	<ul style="list-style-type: none"> <li>• Lip Plumping</li> <li>• Warming Effect</li> <li>• Sensorial Active</li> </ul>
	10414 ABS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	This superfruit ingredient is a natural replacement for petrolatum and lanolin, capable of increasing moisture and barrier function.	<ul style="list-style-type: none"> <li>• Improved Barrier Function</li> <li>• Aesthetic Enhancement</li> <li>• Moisturizing</li> </ul>
	10247 ABS Pomegranate Sterols	Punica Granatum Sterols	Can be used as a natural replacement for synthetic materials such as petrolatum and lanolin. It enhances the lip barrier function.	<ul style="list-style-type: none"> <li>• Improved Barrier Function</li> <li>• Aesthetic Enhancement</li> <li>• Moisturizing</li> </ul>
	60050 AC MVS Lips	Glycine Soja (Soybean) Seed Extract & Glycyrrhiza Glabra (Licorice) Leaf Extract & Phospholipids	A self-assembling, micro-scale delivery system of phospholipids to induce new collagen in the lips.	<ul style="list-style-type: none"> <li>• Plumping</li> <li>• Natural Delivery System</li> <li>• Moisturizing</li> </ul>
	60053 AC MVS Cooling	Glycine Soja (Soybean) Seed Extract & Phospholipids & Glycyrrhiza Glabra (Licorice) Leaf Extract & Citrus Limon (Lemon) Peel Extract	Utilizes micro-technology to deliver a cooling effect while creating a perceivable plumping effect on the lips.	<ul style="list-style-type: none"> <li>• Lip Plumping</li> <li>• Cooling Effect</li> <li>• Sensorial Active</li> </ul>
	16521 AC Powdered Mother of Pearl	Mother of Pearl	Due to the small particle size, this ingredient can impart gentle exfoliation for sensitive skin, especially in formulations that cater to lip care.	<ul style="list-style-type: none"> <li>• Luscious Lips</li> <li>• Revitalizing</li> <li>• Adds Luster</li> </ul>
	22017 AC Powdered Ruby	Ruby Powder	A precious gemstone that can be included in lip care products to elevate the level of luxury.	<ul style="list-style-type: none"> <li>• Luscious Lips</li> <li>• Revitalizing</li> <li>• Elegant Gem</li> </ul>
	M16003 PhytoCide Elderberry OS	Sambucus Nigra Fruit Extract	Natural, oil-soluble extract can be used to enhance both antimicrobial and conditioning properties in oil-based formulations, such as lipsticks.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Conditioning</li> <li>• Antioxidant</li> </ul>

# Formulation Enhancers

More and more health-conscious consumers are reading the labels on cosmetic ingredients with great attention. Formulators are still working on creating cosmetics that are more natural and have components that are simple to understand. However, they have struggled to find alternatives for some of their preferred raw materials and have been forced to give up either the aesthetics or the functionality of their products. The below ingredients may represent green chemistry tools for natural formulation enhancement. Improve application aesthetic without compromise!

	Product Code & Name	INCI Name	Mechanism	Multifunctional Benefits
	20742 AcquaSeal® Coconut	Cocos Nucifera (Coconut) Fruit Extract	Multifunctional balm that provides a silky texture while sealing in moisture. Improves barrier function and enhances the sensorial application to the skin.	<ul style="list-style-type: none"> <li>• Enhances Product Appearance</li> <li>• Smooth, Rich, Luxurious</li> <li>• Spreadability</li> </ul>
	20852 AcquaSeal® Algae	Chlamydomonas Reinhardtii Extract	Contains algal lipid fractions derived from green algae, providing the skin with cellular hydration, proliferation, and anti-inflammatory benefits.	<ul style="list-style-type: none"> <li>• Enhances Product Appearance</li> <li>• Creamy, Slip, Silkiness</li> <li>• Spreadability</li> </ul>
	10414 ABS Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	Natural replacement for petrolatum and lanolin. Can be used to enhance shine in color applications and improve pigment dispersion.	<ul style="list-style-type: none"> <li>• Enhances Product Appearance</li> <li>• Creamy, Full-Bodied</li> <li>• Quick Absorption</li> </ul>
	10247 ABS Pomegranate Sterols	Punica Granatum Sterols	Utilizing the Cradle-to-Cradle method, this ingredient is capable of increasing moisture levels on the skin while enhancing skin barrier function.	<ul style="list-style-type: none"> <li>• Enhances Product Appearance</li> <li>• Shiny, Rich, Cushion</li> <li>• Spreadability</li> </ul>
	10350 ABS Rice Lipids Plus	Oryza Sativa (Rice) Lipids	Delivers ease of spreadability while also providing sufficient payoff in pressed powders. Can also be used as a binder in liquid color cosmetics.	<ul style="list-style-type: none"> <li>• Natural Binding Ability</li> <li>• Improved Barrier Function</li> <li>• Intense Moisturizing Benefits</li> </ul>
	16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	Based on isolated polysaccharides extracted from chia. It enhances sensory benefits, providing a luxuriant appearance.	<ul style="list-style-type: none"> <li>• Enhances Product Appearance</li> <li>• Better Pick-Up, Cushion Effect</li> <li>• Velvety After-Feel</li> </ul>
	12000-ACB Bio-Water Bamboo	Lactobacillus/Arundinaria Gigantea Ferment Filtrate & Leuconostoc/Radish Root Ferment Filtrate	A fermentation of silica-rich bamboo shoots that enhances epidermal slip and formulation aesthetics while promoting moisturization.	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Conditioning</li> <li>• Silicone-like Texture</li> </ul>
	20606PF-AC Phytogel PF	Hydrolyzed Fucus Vesiculosus Protein & Leuconostoc/Radish Root Ferment Filtrate	Characterized by gelatin-like properties, it provides a powdery yet soft, flexible film on the skin.	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Conditioning</li> <li>• Aesthetic Enhancement</li> </ul>



*Stay in Touch!*

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