



# SORBET- STYLE MASKS & MORE

**INGREDIENTS** | Inspired by the Korean mask hype, Greentech has developed exciting mask formulations tailor-made for the needs of European consumers.

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According to Mintel, South Korea is one of the world's most exciting and fast-paced beauty markets. It is introducing industry-leading innovations and setting trends globally.<sup>1</sup> Many new cosmetic products and fragrances are now launched in Korea months be-

fore they hit the European or US markets. Korean women are known to defy the natural laws of physics with a multi-step beauty routine in order to obtain their perfect, porcelain-like skin. The Korean "put a mask on it" mantra spans over multiple categories, including wash-off, peel-off, foaming, bubble, ampoule, and sleeping masks.

Depending on the claim, they draw out impurities in pores, brighten the skin tone, provide hydration and freshness, reduce signs of aging, and deliver nutrition deep into the skin. Whatever the claim, masks are generally intensive treatments. We have developed 4 incredibly intriguing mask formulations.

**Pink Sorbet Two-Step Mask** is a two-step treatment formulation with a

fluffy sorbet texture that provides velvety smooth skin.

For step 1, the mask is applied on the face in a thin layer and left for 1-2 minutes. The first step features alpha-hydroxy acids for targeted exfoliation. **Flowers Acids SC** includes keto acids that are less irritating than the organic ones commonly used for peeling, such as lactic acid. They remove skin impurities and leave a smooth and fresh-feeling skin.

Step 2 is cleansing with **Aquasiloil Inca Inchi**: a water soluble oil without PEG and with a basic pH. It regulates the skin pH after peeling and leaves the skin smooth. This oil restores the skin's hydrolipidic film (which is also altered during the exfoliation process). Finally, the mask is rinsed off with a cotton pad soaked with

## THE KOREAN "PUT A MASK ON IT" MANTRA SPAWNS OVER MULTIPLE CATEGORIES

the lotion, followed by rinsing the face with clean water to remove any last traces of the product.

**Iced Regenerating Mask – Gel to Water** provides the skin with a fresh, icy, and cool sensation. After cleansing, it is dropped onto the face in a thin or semi-thick layer to obtain an immediate refreshed look. It is then left on the face for 2 to 3 minutes. After this, it is broken by a continued massage that turns it into water, thus making the product easily removable. Any remaining residue is simply rinsed off with water.

The mask can also be immediately rinsed off with water after 2 to 3 minutes of acting time. It leaves the skin soft, moisturised, and refreshed thanks to **Flower Acids SC** and **Aquasiloil Sweet Almond**. The latter makes the rinsing stage

particularly gentle for the skin. Crackling masks are currently the latest craze which has been added to the Korean mask hype. This is why we developed the **Crackling & Moisturizing Refreshing Foam Mask**. Soaked with powerful ingredients, this effective mask is designed to rest on the face for a good delivery of moisture. This foam mask was developed specifically to improve skin hydration. It contains **Cariciline**: a moisturiser with an immediate hydrating and refreshing effect. When applied, this cream mousse formulation will bring an instantaneous feeling of moisturisation. Its small crackling bubbles massage the face, creating a cooling effect. The mask leaves the skin soft and moisturised. The anti-inflammatory **Cosmélène Passionflower** and **Calendula Extract** contribute to a good maintenance of the epidermis. The formulation is designed to have both an immediate as well as a long-term effect on skin hydration due to its special moisturising effect.

### FORMULATIONS

2-step treatment  
with a **fluffy sorbet**  
texture

The gel to water  
mask leaves a **fresh**  
**icy sensation**

**Cream mousse**  
with face massaging  
crackling bubbles

The **clay mask** with  
fermented ingredi-  
ents eliminates  
impurities

Korean Beauty is well known for the usage of fermented ingredients. The **Anti-Ageing Clay Mask with Fermented Pomegranate Extract** is rich in polyphenols. Ghassoul (pronounced rassoul) is a mineral only found in the beds beneath the Moroccan Atlas Mountains. It is 100% organic, hypoallergenic, and packed with magnesium, calcium, and potassium. When applied to the skin, ghassoul absorbs excess grease and eliminates impurities deep down. The mask should be applied once per week for approximately 15 minutes, followed by rinsing.

European women today look for products that feel comfortable when applied. At the same time, these products have to provide a tailor-made solution for their skin problems. They want skin care in quick, easy steps. And they want to choose products that fit into their skin care routine. Masks seem to be the solution at hand. Our laboratory permanently develops new, exciting, and innovative formulations meeting market current needs. □

<sup>1</sup> <http://www.mintel.com/blog/beauty-market-news/three-steps-ahead-the-south-korean-beauty-market>

The formulations and additional information on the products mentioned can be found on the Internet - see download panel

### DOWNLOADS

Additional information at

[www.cosma.com/qr00129](http://www.cosma.com/qr00129)

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