

IN-COSMETICS TRADE FAIR - 5 to 7 April 2022**Paris Porte de Versailles - booth P39**

ALLAND & ROBERT ANNOUNCE THE LAUNCH OF DemeCare® ITS NEW RANGE OF ORGANIC NATURAL GUMS FOR COSMETICS

Formulated by Alland & Robert – a natural gum expert since 1884 –, the Demecare® range features twelve products made with two natural gums, gum sterculia and gum acacia. Since it was founded, Alland & Robert has been developing a comprehensive knowledge of natural, plant-based gums. Alland & Robert is now available to provide its expertise to cosmetics brands for the formulation of clean, sustainable, organic skincare and beauty products to address the needs of today's consumers.

GUM STERCULIA AND GUM ACACIA, TRADITIONAL INGREDIENTS IN NATURAL COSMETIC PRODUCTS

In their pursuit of more natural products, consumers are seeking organic, plant-based formulas that are not only good for the body, but also for the planet. Indeed, by 2024, the worldwide market for natural and organic beauty products should reach a value of nearly 22 billion dollars. That is why today's cosmetics formulators are conducting research into natural, clean replacements for certain petrochemical products and other ingredients that are clearly toxic for the environment. They are also striving to reduce the number of compounds in each of their cosmetic formulas, and are very interested in any multi-functional ingredient for that reason. In perfect step with this trend, gum sterculia and gum acacia are widely known as natural, clean, healthy products. When integrated into facial creams, cleansing gels or make-up, they guarantee stability and texture thanks to their viscosity and their rheological and texturizing qualities. They may also be used as emulsifiers in lotions or serums which require specific textures.

FOCUS

FOCUS ON ALLAND & ROBERT R&D

Alland & Robert R&D continually studies, observes, and analyses the performance of gum acacia in a number of applications, both present and future, to address consumer needs or through the support of fundamental research projects. The objective: to pursue the discovery of the properties of this natural product, which continues to reveal its adaptability through a great variety of possibilities.

DEMECARE®: CUSTOMISED, PATENTED COMPOUNDS OF GUM ACACIA AND GUM STERCULIA

Alland & Robert is equipped to devise and develop its own cosmetic products formulas at its research laboratory. The R&D team has performed a great number of trials on an array of compounds featuring various proportions of gums, applying their use in a wide assortment of cosmetics bases. This research has made it possible to determine the proportions that optimally bring the expected qualities to a cosmetic product. Predetermined compounds of gum acacia and gum sterculia have been patented to protect their market value.

ORIGINS

WHERE DOES THE NAME DEMECARE® COME FROM?

Alland & Robert chose the name Demecare for its easy readability and pronunciation on an international scale. The first part of the name Demecare® is taken from Demeter, the Greek goddess of the Earth, which emphasises the natural aspect of this range. Gum acacia and gum sterculia are tree exudates. These products are directly produced by the natural world and are not chemically modified at any point in the production process. The suffix of the name, “care”, is an expression of attention and kindly regard for others.



DEMECARE®: TWO GUMS, DOZENS OF POSSIBILITIES!



Creams, sunscreens, serums
texture, shine, a silky consistency.



Moisturisers, lotions
emulsifying and thickening properties.



Shower gels
film-forming, texturizing and smoothing qualities.



Powder foundations
texturizes, improves homogeneity, and increases adhesion to the skin.



Foundations
emulsifies, maintains particles suspended in liquid foundation to avoid separation.



Mascaras, eye liners
consistency, adhesion, lash thickness.



Liquid lipstick (water-based)
adhesion to the skin, cohesion of ingredients, film-forming effect.

THE DEMECARE® RANGE FEATURES ISO16128 AND COSMOS CERTIFICATIONS

The particularly exacting ISO16128 and COSMOS standards guarantee the high level of quality of the gums in the Demecare® range.



ISO16128: This standard lays down the guidelines for the definitions and criteria applicable to natural and organic cosmetics ingredients and products. It establishes the specific terminology common to all organic and natural ingredients on the market.



COSMOS: COSMOS certification guarantees production and processing principles that respect the environment and human health; the development of the green chemistry concept; an ethical utilisation of natural resources; the respect of biodiversity; the absence of petrochemical ingredients (with the exception of authorised preservatives), parabens, phenoxyethanol, synthetic fragrances and colourings; the absence of GMOs; and recyclable packaging.

WHAT IS THE DIFFERENCE BETWEEN A NATURAL COSMETIC AND AN ORGANIC COSMETIC?

Natural or “organic” cosmetic products contain variable proportions of natural and/or “organic” ingredients. If the content of organic ingredients in a so-called “organic” product is less than 100%, this must be indicated. Moreover, a “natural” cosmetic product must contain a minimum proportion of at least 95% natural ingredients.

THE DEMECARE® RANGE, DEVELOPED FOR THE REAL WORLD

TESTIMONIALS



LUCIE BIRCHLER,

Cosmetics specialist
with the R&D team



Alland & Robert possesses a great deal of expertise in the functional properties of natural gums, which are principally used today in the food industry. That is a field that we know very well. We believe that the current cosmetics market trends reflect those of the food industry, and that our expertise might be useful for the formulators of cosmetic products. Natural gums offer so many properties: they may be used to their advantage as emulsifiers, texturizing agents, tensor agents, processing aids, film-forming agents, and suspension agents, in addition to improving various sensory qualities of a product.

In its development, Alland & Robert worked in close cooperation with Loredana Dattilo, General Director of Grif Cosmetics. She has integrated Alland & Robert gums into a number of tests to try out their properties, and she is very enthusiastic about the results.



LOREDANA DATTILO

General Director of Grif Cosmetics



Our trials have demonstrated the film-forming and adhesive qualities of gum acacia, which are difficult to obtain using other natural ingredients. Gum acacia compounds may fulfil a number of purposes, depending on the product. They can enrich the consistency and thickness of a mascara, for example. When combined with other natural surfactants, they can help emulsify liquid products such as foundation. More generally speaking, the texture is "smoother" in the presence of gum acacia.

WHAT IS GRIF COSMETICS?

Grif Cosmetics is an Italian company specialising in the research and innovation for cosmetics, and in particular make-up products: foundations, powders, lipsticks, mascaras, and so on. It develops formulas for conventional, natural and organic products.

WHAT IS ALLAND & ROBERT?

An expert in natural gums since 1884, Alland & Robert is a family-based French company based in Normandy and Paris. Since it was founded, Alland & Robert has been a pioneer in natural tree exudates, and has developed a solid expertise thanks to great investments in Research & Development. Alland & Robert is exclusively focused on natural, plant-based gums, which it exports to more than 70 countries through a network of 40 distributors.



Myriam Brunel, Alland & Robert Quality Manager, examines pieces of unprocessed gum acacia during a visit to a supplier in Senegal.