



DemeCare®

NEW RANGE DemeCare®

VEGETAL GUMS FOR NATURAL COSMETICS

ALLAND  ROBERT



NATURAL GUMS COME FROM HARDENED TREE EXUDATES

These are polysaccharides that are well known for their ease of use, and which are totally natural. Mostly harvested in the Sahel region of Africa, acacia and sterculia gums help support local communities and the trees from which they are harvested have a positive impact on soil fertility, water cycles and local biodiversity.

#THE NATURAL APPROACH

NATURAL GUMS HELP FORMULATE COSMETIC PRODUCTS THAT ARE CLEAN, ORGANIC AND SUSTAINABLE

What started out as a trickle has become a tidal wave, and today natural, organic cosmetics occupy a large share of the global beauty market. Shortened ingredients lists, formulas based on natural, organic ingredients and additives and even sustainable packaging are the sector's new "must-haves". Alland & Robert's acacia gum is at the forefront of this trend.

DID YOU KNOW?

Acacia gum is sometimes labelled as gum arabic, acacia fiber or E414 in the food industry.



In ten years, the cosmetics market has changed completely. A key figure: the global natural cosmetics market could reach \$48 billion in 2024, that is, grow by 5.7%. Initially the preserve of niche brands, it is now invested in by the big names in the market who want to position themselves to respond to the trend.

A MARKET IN SEARCH OF INNOVATIONS

The flourishing global cosmetics market was valued at \$380.2 billion in 2019 and is expected to reach \$463.5 billion by 2027. The Asia-Pacific region alone concentrates 43% of the market, and represents thus an essential development springboard for the sector. Among the trends that have accelerated recently, beauty gestures are now part of a quest for total well-being to help resist omnipresent stress. An opportunity for brands to design routines based on ethical products. Market players will therefore have to demonstrate a high level of inventiveness and innovation.

NATURAL GUMS: THE MIRACLE INGREDIENT

Natural gums have all the properties essential to the formulations of natural care products such as skincare, cleansing gels and make-up. From mascaras, eye-liners and lipsticks to lotions by way of creams and haircare products, vegetable gums in general and acacia gum in particular, are considered by formulators as natural, completely harmless and healthy ingredients. Thanks to their viscosity and



ACACIA AND STERCLIA GUMS FULLY MEET THE DEFINITION OF NATURAL AND ORGANIC INGREDIENTS OF STANDARD ISO 16128."

Dr. Isabelle Jaouen, Director R&D



rheological and texturing properties, they bring stability and texture to cosmetics. They can also be used as emulsifiers in lotions or serums which require specific textures.

1 - <https://fr.statista.com/statistiques/920072/part-femmes-achat-cosmetiques-biologiques-france/>

WHAT ARE NATURAL GUMS?

INTRODUCING ACACIA AND STERCULIA GUMS

ACACIA GUM



Acacia gum is an exudation of the acacia tree obtained by cutting the trunk or branches. There are 2 varieties of acacia gum: senegal and seyal, which have different functional properties.

	Biodegradable		Sustainable
	Vegetal		Texturing agent
	100% natural		Film-forming agent
	Organic		Emulsifier

INCI : ACACIA SENEGAL GUM and ACACIA SEYAL GUM

Acacia gum has received the maximum rating according to the ISO 16128 Standard (which defines the ingredients of natural and organic cosmetics).

- Easily dissolved in hot or cold liquid
- Solubilisation up to a 40% concentration
- Fluid texture, Newtonian behaviour
- Stable over a wide pH range (4 to 10)
- Resistant to temperature variations
- Newtonian fluid

STERCULIA GUM

Sterculia gum is a natural exudation obtained by cutting the trunk or branches of the Sterculia tree.

	Biodegradable		Sustainable
	Vegetal		Texturing agent
	100% natural		Film-forming agent
	Organic		Emulsifier

INCI : STERCULIA URENS GUM

Sterculia gum has received the maximum rating according to the ISO 16128 Standard (which defines the ingredients of natural and organic cosmetics)

- Strong water absorption capacity
- Gelling agent – thick to fluid texture
- Hot or cold dispersion (facilitated in the presence of glycerine or ethanol)
- Stable over a wide pH range (4 to 10)
- Shear thinning gels
- Good resistance to temperature variations
- Newtonian fluid



TO EACH COSMETIC, ITS OWN GUM

THE DemeCare® RANGE	Texturing	Tightening effect	Adhesion agent	Binding agent	Emulsion stabiliser	"Suspensoid" agent	Film-forming agent	"Silty effect"	Shine	Moisturising effect
Acacia senegal I	✓	✓	✓	✓	✓	✓	✓		✓	✓
Acacia senegal S	✓	✓	✓	✓	✓	✓	✓		✓	✓
Acacia seyal I	✓	✓	✓	✓	✓	✓	✓			✓
Acacia seyal light I	✓	✓	✓	✓	✓	✓	✓			✓
Acacia seyal S	✓	✓	✓	✓	✓	✓	✓			
Acacia seyal light S	✓	✓	✓	✓	✓	✓	✓			
Sterculia Gum	✓			✓	✓	✓		✓		
Blends Acacia senegal / Sterculia gums	✓				✓	✓		✓		

Several blends of Acacia and Sterculia gums are available. More information upon request.

I : Instant soluble S : Spray-dried : The products are available organic certified

All products are available in 25kg bags. Other packaging is available on request.

ALLAND & ROBERT'S DEMECARE® RANGE: COMPLETE AND DIVERSIFIED

The Demecare® range developed by Alland & Robert consists of twelve products made from two natural gums: Sterculia gum and Acacia gum, which itself can come from two different varieties: Acacia senegal gum, which is the most used in cosmetics and Acacia seyal gum.

The name of the range was chosen for its readability and ease of pronunciation internationally. The first part of Demecare® comes from Demeter, the name of the Greek Goddess of the Earth, and underlines the range's natural aspect. In fact, natural gums are tree exudates: products that come directly from the land, which have not been chemically modified either by Alland & Robert or at any time during the manufacturing process. The "care" suffix conveys the notion of caring, attentiveness and trust in others.

HIGH-QUALITY, MULTIFUNCTIONAL GUMS

Tests carried out by Alland & Robert have made it possible to determine the combination of natural gums suitable for the expected properties in cosmetic products.



over
100
tests
were carried out
by Alland & Robert.



Creams, sun creams, serums
texture, shine, silky touch



Moisturising milks, lotions
emulsifying and
thickening properties



Shower gels
film-forming properties,
texturing and smoothing properties



Face powders
texture, improves homogeneity
and adhesion to the skin



Foundations
emulsifying, helps suspend particles in
foundation to avoid phase separation



Mascaras - eye liners
consistency, adhesion, ability
to coat the lashes



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

DID YOU KNOW?



WHAT IS A "NATURAL" OR "ORGANIC" INGREDIENT?

Natural or "organic" cosmetic products contain varying proportions of natural ingredients and/or "organic". If the content of organic ingredients in a product advertised as organic is less than 100%, it must be indicated. Furthermore, a cosmetic product can only be qualified as "natural" if its content of natural ingredients is greater than or equal to 95%.



OUR GUMS MEET DEMANDING CRITERIA



ISO16128: This standard provides guidelines for definitions and criteria applicable to ingredients, and natural and organic and cosmetic products.

It has thus made it possible to specify a common terminology for organic and natural ingredients on the market. Acacia and karay gums meet the requirements for the "naturalness" of this Standard.



COSMOS: COSMOS certification guarantees production and processing methods that respect the environment and human health, the development

of the concept of green chemistry, the responsible use of natural resources, respect for biodiversity, and the absence of petrochemical ingredients (excluding authorised preservatives): parabens, phenoxyethanol, synthetic fragrances and dyes, the absence of GMOs, recyclable packaging. Alland & Robert's acacia and sterculia gums are COSMOS-certified.

3 QUESTIONS FOR...



LUCIE BIRCHLER,
Cosmetic specialist
in the R&D team

Why did you decide to focus your research in the cosmetics field?

Alland & Robert has in-depth expertise in the functional properties of natural gums, which are now mainly used in the food industry, which we are very familiar with. We believe that current trends in the cosmetics market are in line with those of the food industry and that our expertise can be beneficial to cosmetics formulators. The properties of natural gums are manifold: they can therefore be used to great advantage as emulsifiers, texturing agents, tightening agents, technological aids, film-forming agents, suspensoid agents and sensory improvers.

Specifically, what is the added value of your Demecare® range of gums in the cosmetics market?

Consumers are looking for natural products; products that are organic, plant-based, good for humans but also for the planet. Faced with this environmental awareness, cosmetic product formulators are conducting research to replace certain ingredients, those made from petrochemicals for example, with natural, non-polluting solutions. We are also seeing a trend towards fewer ingredients in cosmetics, which means manufacturers need multifunctional ingredients. Our acacia and sterculia gums respond to all these trends.

Which tests have enabled you to develop this complete range?

We have the necessary equipment to create and make our own formulas in our R&D lab. So, we experimented by varying the different gums and their proportions in various cosmetic bases. For example, we formulated moisturisers and evaluated their shine, spreading behaviour and absorption, etc. The results were then compared to existing products. In particular, we achieved performances close to those obtained with synthetic polymers or with xanthan gum in terms of texture, shine and colour.



LOREDANA DATTILO
General Manager
of Grif Cosmetics

What was your first impression when you included Alland & Robert gums in your tests?

At Grif Cosmetics, we are specialists in research and innovation for cosmetics, and in particular for make-up products such as foundations, powders, lipsticks, mascaras etc. We develop formulas for conventional products, but also natural and organic ones. I immediately became passionate about acacia gum, whose film-forming and adhesive properties are very interesting. It is often difficult to obtain such results with natural ingredients.

Specifically, what does acacia gum bring to the formulas of cosmetic products you develop?

What's great about acacia gum is that it can bring different functionalities depending on the product. It enriches the consistency and coating ability of mascaras, for example. It helps with emulsification when combined with other natural surfactants for liquid foundations. More generally, the touch is more "melting" in the presence of acacia gum and the difference is noticeable in the comparative tests we carried out. Integrating acacia gum into a cosmetic formula also meets the consumer's need for naturalness. And choosing organic acacia gum increases the percentage of organic elements in the end-product.

How did you cooperate with Alland & Robert?

We worked hand-in-hand throughout our respective research, continuously sharing our observations and results. The responsiveness of their teams and their quick responses to my questions enabled us to conduct the tests we wanted. Inter-communication was very productive and we mutually benefitted from our respective skillsets.

EXAMPLE OF APPLICATION: EXFOLIATING GEL

INGREDIENTS

Water	QS 100 (≈ 84.5)
Glycerine	2.0
DemeCare BLEND GEL	3.00
Walnut shell powder	4.0
Strawberry seeds	3.6
Fragrance	2.4
Dye	0.40
Preservative	0.10
pH adjuster - NaOH	QS pH 5.5 – 6.0



IMPLEMENTATION

- 1 Pre-mix the Blend Gel with the glycerine. Add the water.
- 2 Once the mixture is homogeneous (lump-free) add the walnut shell powder and strawberry seeds.
- 3 Then add the fragrance, colorant and preservative.
- 4 Adjust the pH to pH 5.5-6.0 using a sodium hydroxide solution.



NATURAL GUMS ARE ON-TREND PRODUCTS

Consumers search for natural, simple products with shortened ingredients lists and multiple and ethical properties. They have become demanding and more and more informed about the products they consume. And the properties of natural gums make it possible to respond to the evolution of recent societal trends, in all their diversity. A real miracle product, they combine nutritional, functional and also environmental benefits. Overview of trends they are in keeping with:



VEGGIE TREND...

100% plant-based, made directly from the acacia: acacia gum meets the requirements of both vegetarian and vegan consumers. Sterculia gum is also 100% plant-based.

NO NEGATIVE IMPACT ON THE PLANET

Consumers are increasingly more informed about ingredients: they know that plastic microbeads are found in the oceans, that cleaning products contain so many pollutants that they saturate wastewater treatment plants. This is not the case with natural gums.

SIMPLIFYING FORMULAS: CLEAR LABEL TREND

As an emulsifying, multifunctional texturing agent, acacia gum can replace several additives usually used for different functions and helps simplify formulas expected by consumers looking for better label readability.

ETHICAL, RESPONSIBLE PRODUCTS

Current environmental and societal awareness increasingly directs consumers towards products in line with these new values. Sustainable by nature, gum cultivation sustains many communities in Africa, in countries that are experiencing some of the worst economic and political situations in the world. And it has been proven that acacia trees help regulate water cycles and restore degraded land.



NATURALNESS: CLEAN LABEL TREND

Sterculia and acacia gums are exuded and collected directly from the tree, so they are completely natural. The processes which are then applied to them consist solely in mechanical operations which in no way change their fundamental structure: solubilisation, filtration, drying. These physical processes allow the product to retain all of its intrinsic characteristics, which make it a product of choice for consumers looking for simple, natural products that are less and less processed.

ALLAND & ROBERT, EXPERTS IN NATURAL GUMS SINCE 1884

Alland & Robert is a French family business based in Normandy and Paris. Since its creation in 1884, Alland & Robert has been a pioneer in natural tree exudates and has developed sound expertise thanks to strong investments in Research & Development. Alland & Robert focuses solely on natural, vegetable gums and exports to more than 70 countries through a network of 40 distributors.

WHY CHOOSE ALLAND & ROBERT?

/ Strong technical expertise thanks to a dedicated R&D team and laboratory, investment in cutting-edge equipment and exclusive research programmes in partnership with world-renowned universities.

/ Production and a laboratory that achieve the highest quality standards through international certifications such as BRC and ISO, HACCP, as well as social and societal commitment through membership of SEDEX.

/ A strong desire to develop the quality and safety of our products thanks to high-tech production equipment in our two factories.

/ Strong partnerships with a wide network of African suppliers to ensure security of supply and work collaboratively to develop local communities linked to natural gums.

/ An ambitious policy of sustainable development to reduce carbon missions, social investment and preservation of the environment, with the aim of maintaining product naturalness, sustainable harvests and respect for communities and stakeholders.

Quality Manager Myriam Brunel examines nodules of raw acacia gum on a visit to a supplier in Senegal.





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ALLAND & ROBERT

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