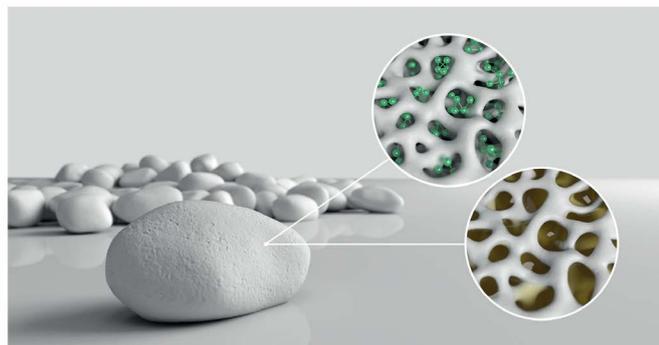


# WHAT'S BEHIND THE GLOSS VALUE AND HOW UPSALITE® PROLONGS THAT HEALTHY GLOW

There is much to consider when formulating state of the art cosmetics. Consumers are driving the development and are demanding highly individualized products based on needs such as skin-type, color, gender, trends and desire to make a statement or personal imprint. One common denominator is the desire to control shine and showcase a healthy appearance. Based on this, the next generation cosmetic ingredient Upsalite should be the first choice when formulating cosmetics with the ability to create the perfect canvas or base ensuring long-lasting clean glow.



## Upsalite

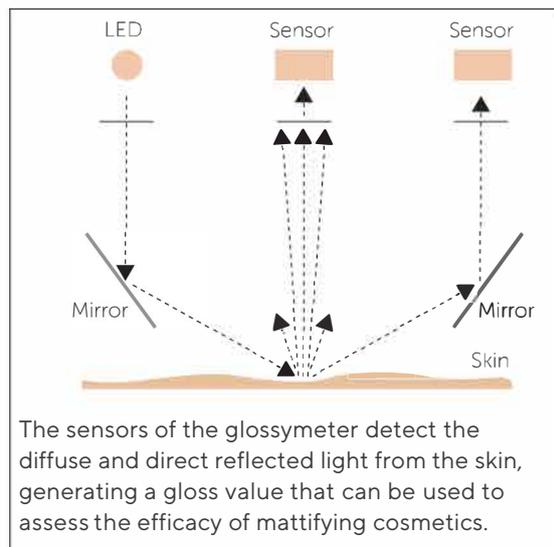
- Amorphous porous magnesium carbonate
- Large pore volume and surface area
- High absorption capacity

## A Glossymeter Measures the Shine Control Effect

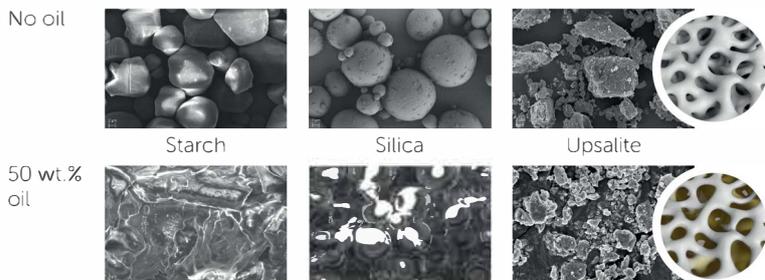


A skin-glossymeter test

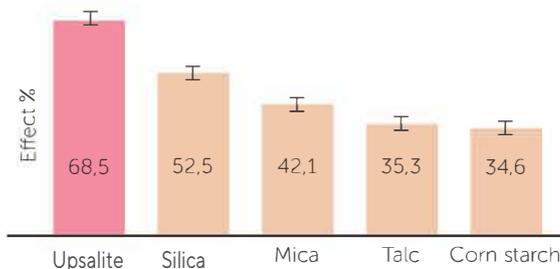
- A glossy skin may look greasy or sweaty, something many consumers want to avoid.
- Controlling shine during the day can be achieved by applying a material that efficiently absorbs sebum throughout the day.
- Measurement of the gloss value is an important parameter when testing how well sebum and sweat is absorbed and controlled over time of skincare, haircare and decorative cosmetics.



## Upsalite Encapsulates the Oil and Remains Dry After Absorption



## Upsalite Gives Instant Mattifying Effect



How various ingredients absorb excess sebum has a direct correlation to their efficacy. Upsalite is the only material that clearly absorbs rather than being coated by the excess oil, as visualized in scanning electron microscope. This gives the particles the dual effect of both hiding the oil inside the structure while keeping the outer surface dry, ensuring long lasting shine control.

In this study, the main objective was to assess the ability to instantly remove unwanted shine and control it over time of different common cosmetic ingredients. The study showed that Upsalite give an instant mattifying effect (percent reduction in gloss value) that outperforms other ingredients. In addition, Upsalite shows a long-lasting effect of at least 8 hours.