



# Experience the magical world of emotions and science...

...at a glance | in-cosmetics 2017 | Stand K40

## Make-up bar

### Boost your make-up with DSM ingredients

Vibrant color, lightweight coverage and multi-benefits are the top consumers' expectations when purchasing color cosmetic products.

DSM offers a palette of performing ingredients to upgrade your make-up formulations with UV protection, skincare benefits and outstanding sensory features.

Try our Anti-Pollution BB Cushion SPF 30 with a matte velvet finish, experience our Gloss and Glide Lipstick and reveal your lashes with our Lustrous Clump-free Mascara.

## Formulation lab

### Meet DSM live on stage on April 5<sup>th</sup> from 11.15am – 12.15pm

Taking protection into the blue.

DSM Personal Care will reveal new and innovative concepts that leverage their Bright Science in UV-filters, skin care actives and vitamins. During the DSM formulation lab session we will show how to overcome formulation challenges and demonstrate an outstanding sensory advance.

## Sensory bar

### Experience new sensations in sun protection

People are aware about the harm to skin by too much sun exposure. However, applying sun protection products is still perceived as bothering, making skin greasy and leaving hands sticky.

DSM develops sun protection products that really matter to consumers, focusing on convenience and a sensory experience that makes consumers love applying such products.

Try our latest innovations: Voluptuous Sun Mousse, Roll'n Go, Zero Mark Stick, UV Protecting Facial Mist and IN product for Blue Defense. Experience yourself how to make consumers happy with sun protection.

## Sustainability Corner

### Meet DSM live on stage on April 4<sup>th</sup> at 3pm

**Fairtrade beauty: discover the world of alpine bioactives.**

Dive into the Swiss Alps, home to DSM's ALPAFLOR® portfolio: organically cultivated bioactives from rare alpine plants. ALPAFLOR® was recently certified fairtrade by ECOCERT (ESR Standard). This certificate recognizes fair wages, long term contracts, minimum price guarantee, technical support, in the supply chain upstream. Discover our unique North-North relationship and meet the key stakeholders. In the end, we offer a unique traceability, from seed to active ingredient and peace of mind for our customers. The synergy of the organic and fair trade requirements perfectly reflect DSM's own deeply held values of sustainability.

## Sustainability Pod

### DSM's commitment to the sustainability agenda with our Quali® Vitamins

Vitamins are by definition essential to life itself. So how can some vitamins be better than others? At DSM we are adding extra value to our trusted heritage vitamins by investing in sustainability. To date we've already received a CEFIC European Responsible Care Award, two of our vitamin production sites are RSPO certified, and our Quali®-E brand has the lowest carbon footprint for vitamin E in the industry! The DSM Quality for Life™ seal promises vitamins that satisfy growing consumer demands for environmentally sustainable beauty products – putting our customers in the driving seat.

## DSM Happy Hour

### Join us Tuesday 4<sup>th</sup> & Wednesday 5<sup>th</sup> April from 4–6pm

**Music, drinks, food and fun...**

Missed out on winning a prize from DSM's famous tombola last year?

Make sure you join us on Tuesday and Wednesday to try your luck again!