




# De Novo Acts



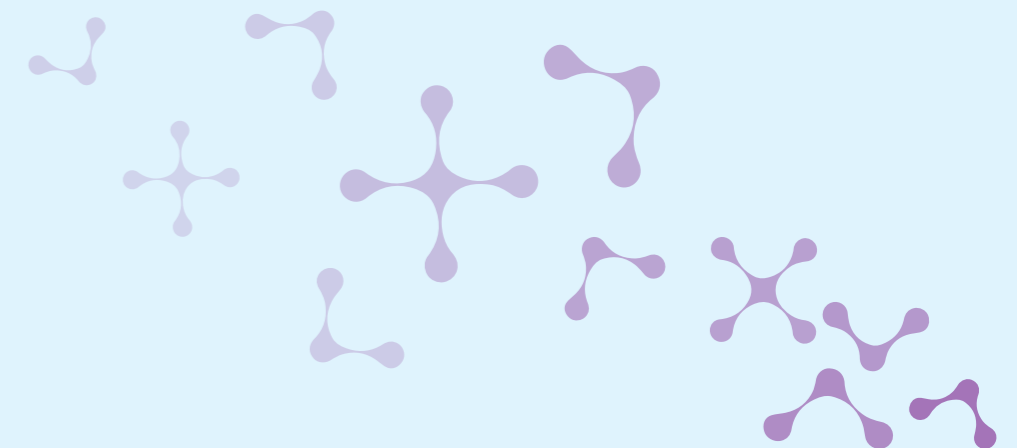
SMART SOLUTION PROVIDING



LOOKING AHEAD  
TO BRING YOU AHEAD

In a rapidly changing world, requirements and consumer needs are ever-changing. This development includes all industries, including the chemical, cosmetics, health and detergent industries.

In such an environment DENOVO contributes to value creation with innovative and sustainable solutions for customers. We create Solution for high-quality products. Our portfolio is designed to meet very specific needs with as much precision as possible. DENOVO provides innovative personal care ingredients and premium cosmetics formulations to support hair & skin care, Color Cosmetics and Perfume globally. DENOVO's main vision is to create long-term value for all customers with a multidimensional approach to value creation.



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## NOVO ALCOHOL SUB®

### An innovative Natural solvent

Novo Alcohol Sub is an innovative natural and biodegradable alcohol replacement Solvent. A composition that provides fast-drying and stabilizing properties for a wide range of cosmetic formulations, especially perfumes. It also acts as a fragrance booster while enhancing its spreadability.

#### INCI Name:

TRIDECENE. PENTADECANE.

#### Benefits:

- Rapid evaporation allows faster “blooming” of fragrances
- Unlike alcohols, it has little odor that will not interfere with fragrances
- Fast drying action provides a wide range of applications
- Alcohol replacement
- Light and non-sticky skin feel
- No need to macerate nor to chill nor to filtrate

#### Applications:

- Natural Perfume
- Halal perfume
- Alcohol free perfume
- Alcohol free products



## NOVO ACCELERATOR®

### An innovative game-changer to revolutionize perfume manufacturing process

The traditional process of perfume manufacturing may be a time and energy consuming process. Such complexity leads to different problems, such as high inventory, insurance, and capital costs. Furthermore, reacting to unexpected sales may be difficult, mainly when you are still processing your new batch. On top of that, expanding your production capacity may be an issue, considering the investment needed for additional space and equipment. . Novo Accelerator transforms a slow, high energy-consuming, process into a fast simple, and easy way to produce high-quality perfumes

#### INCI Name:

MICROCRYSTALLINE CELLULOSE (BIOPOLYMER). GLYCOL.

#### Benefits:

- Less capital invested in stock alcohol, and equipment.
- Unexpected sales met quickly.
- Lower production costs.
- Manufacturing perfumes in a clean, fast, and greenway.
- Immediate results with just %1 dosage.
- Easy to incorporate into hydroalcoholic solutions.
- Easily removed by filtration.

#### Applications:

- Perfume
- Body splash
- Diffuser



## NOVO LAST R/P®

### An innovative composition for deodorant application

### A powerful fragrance stabilizer

Since fragrance is a highly volatile ingredient, Novo Last is a polymer carrier developed for sustained and controlled release of fragrance. Novo Last is a fragrance stabilizer and carrier. It prolongs the diffusion of the fragrance and increases the presence of perfume and deodorant.

### INCI Name:

NOVOLASTP: ACRYLATES COPOLYMER,  
ALCOHOLDENAT,  
NOVO LAST R: ACRYLATE COPOLYMER,  
PENTYLENEGLYCOL.

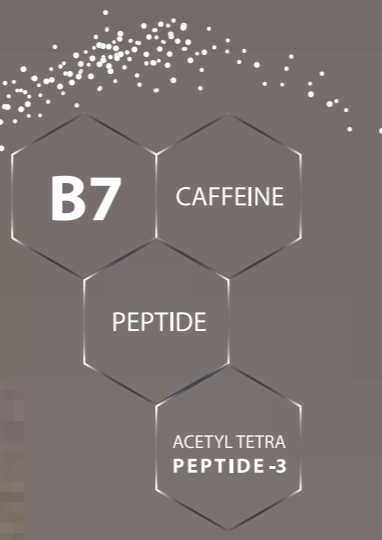
### Benefits:

- Film forming
- Broad application areas
- Easy to use
- Quick use
- Suitable for transparent products

### Applications:

- Novo Last P: Perfume, Body splash
- Novo last R : Deodorant, Cream





## NOVO NANO HAIR GROWTH®

**A new generation of nano-actives for hair growth and beauty.**

Topical therapy is one of the effective treatments for hair loss problems. But, most of the time, the large size of molecules makes it difficult to reach out the targeted results. As systemic absorption is not intended in cosmetics, Novo Nano Hair Growth is designed as an innovative nano-actives with special optimized size (100> nano-sized<500 nm) to target hair follicles to penetrate. Novo Nano Hair Growth is an innovative active that efficiently can penetrate the follicular canal. It reduces the loss of hair and provokes regrowth of hair and eyelashes, penetrating deep and fast.

**INCI Name:**

AQUA. BIOTIN. CAFFEINE. ACETYL TETRAPEPTIDE3-. PHENOXYETHANOL. CHLORPHENESIN

**Benefits:**

- Higher stability against coalescence
- Lack of toxicity or irritant characteristics
- Increased bioavailability of actives
- An excellent complex for the hair, eyebrows and eyelash growth

**Applications:**

- Cream
- Serum
- Toner
- Shampoo
- Conditioner/Mask





## NOVO NANO VITAMIN E®

### A nano-particle based delivery system

The highly lipophilic property of Vitamin E makes it difficult to be formulated in water base formulations and only small amounts of Vitamin E can be used in skincare products. Thanks to nanotechnology we developed a new Vitamin E with excellent bioavailability that is more effective and easy to formulate in high concentration.

#### INCI Name:

AQUA. TOCOPHERYL ACETATE. PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- The antioxidant effect Protects the skin by reducing ROS induced damage
- Improves skin appearance and softness by moisturizing effects
- Strengthens skin barrier
- Preventing premature skin aging
- Water soluble

#### Applications:

- Serum
- Cream
- Shampoo
- Conditioners



## NOVO NANO HYDRATING®

### A powerful hydrating system with deep and transdermal skin penetration

High molecular weight hyaluronic acid on the skin surface prevents moisture loss by creating a moisture protection layer while low molecular weight HA penetrates deep into the skin layers providing maximum inside-out skin hydration. Nanobiotechnology is an innovative way to increase skin permission. The smaller the molecular weight of the active, the greater skin penetration and skin hydration observed. Nano Novo Hydrating is created by bio-based nanotechnology and consists of three powerful skin hydrators with diameters less than 300 nm for effective and safe delivery.



#### INCI Name:

AQUA. PANTHENOL. SODIUM PCA. HYALURONIC ACID. PHENOXYETHANOL. CHLORPHENESIN

#### Benefits:

- Deep skin hydrating
- Increasing viscoelastic properties of the skin
- Filling wrinkles from the inside
- Delivering anti-inflammatory properties

#### Applications:

- Serum
- Cream
- Shampoo
- Conditioners

## NOVO NANO ACNE®

### A novel, safe and natural solution for acne treatment based on nanobiotechnology

Acne vulgaris is a red, irritating skin defect that can occur at all ages, especially in teenagers and young adults. Acne is usually treated with topical drugs, antibiotics, retinoids, and hormonal therapies, but medicinal plants are one of the top trends to treat acne and they are increasingly employed. Besides, nanotechnology smartly targets the deeper layers of the skin to deliver the actives to the right place reaching out the maximum efficacy. Besides, nanotechnology smartly targets the deeper layers of the skin to deliver the actives to the right place reaching out the maximum efficacy.

#### INCI Name:

AQUA. NIACINAMIDE. SALIX ALBA BARK EXTRACT. EPILOBIUM ANGUSTIFOLIUM FLOWER/LEAF/STEM EXTRACT. TERPINEOL. BUTYLENE GLYCOL. DEXTRAN. PALMITOYL TRIPEPTIDE8-. PHENOXYETHANOL. CHLORPHENESIN.



#### Benefits:

- Treating mild to moderate acne
- Rebalance the skin microbiome
- Decrease sebum production for less shiny skin
- A strong anti-inflammatory

#### Applications:

- Serum
- Cream
- Shampoo
- Conditioners

## NOVOSOME ACNE®

### A novel, safe and super-efficient anti-acne complex

The pathophysiology of acne includes abnormal proliferation and differentiation of keratinocytes, increased sebum production, hyperproliferation of Propionibacterium acnes, and inflammatory response initiated by bacterial antigens and cytokines. Novosome Acne targets all these responsible factors for lesion formation. This novel delivery anti-acne system distributes the topical agents gradually, reduces the irritancy of salicylic acid and increases the bioavailability of all the actives to offer an excellent efficacy. It contains strategic nature-identical ingredients including niacinamide, salicylic acid, Canadian willowherb, salix alba bark extract and palmitoyl tripeptide8- to treat acne and its symptoms.

#### INCI Name:

AQUA. PHOSPHOLIPIDS. NIACINAMIDE. SALICYLIC ACID.SALIX ALBA BARK EXTRACT. EPILOBIUM ANGUSTIFOLIUM FLOWER/LEAF/STEM EXTRACT. TERPINEOL. BUTYLENE GLYCOL. DEXTRAN. PALMITOYL TRIPEPTIDE8-. PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- Liposomal structure for deep and safe delivery
- Rebalancing the skin microbiome
- Decreasing sebum production for less shiny skin
- A strong anti-inflammatory effect
- Safe and effective keratolytic effect

#### Applications:

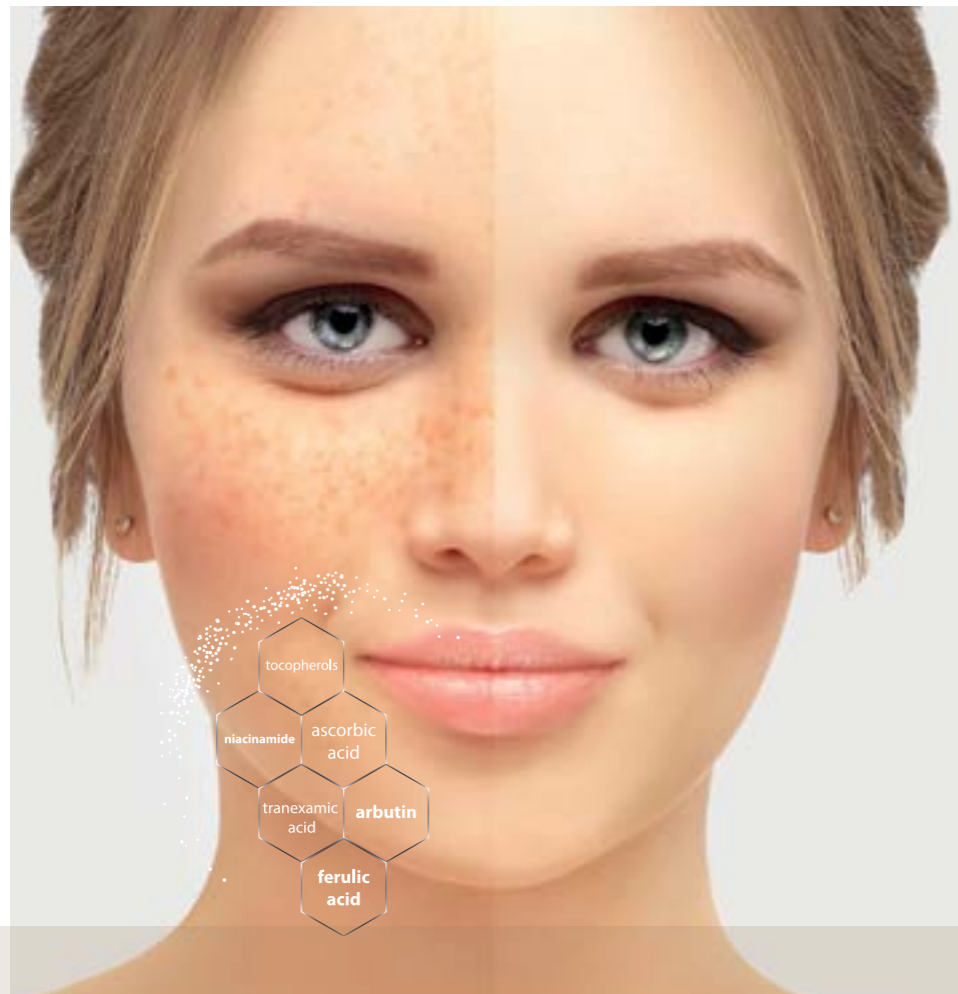
- Serum
- Cream
- Shampoo
- Conditioners



## NOVOSOME LIGHTENING®

### A new generation skin whitening complex

Novosome Lightening is specially designed in the form of liposome to offer a high performance complex of whitening actives and stably deliver them to the target zone of the skin. The balanced combination of ascorbic acid, tranexamic acid, and arbutin provides a naturally lighter complexion by deactivating tyrosinase and inhibiting melanin transport.



#### INCI Name:

AQUA. PHOSPHOLIPIDS. ASCORBIC ACID. TRANEXAMIC ACID. FERULIC ACID. NIACINAMIDE. ARBUTIN. TOCOPHEROL. PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- Anti-oxidant
- Anti-spot
- Whitening and brightening effect

#### Applications:

- Lightening cream/ serum
- Anti spot cream/ serum

## NOVOSOME FERULIC ACID®

### A powerful skin age defense system

Novosome Ferulic Acid is a liposomal complex of powerful anti-aging actives containing Ferulic acid, Vitamin C and Arbutin. By protecting against different types of free radicals, stimulating the collagen and elastin synthesis and preventing their degradation, and also by the skin whitening effects Novosome Ferulic Acid offers a powerful solution for skin photo-aging.

Ferulic acid is well known for its photoprotective effects. In combination with Vitamin C, it prevents the skin damages caused by ultraviolet rays and the consequence carcinogenicity as well as stimulating collagen and elastin biosynthesis.

#### INCI Name:

AQUA. PHOSPHOLIPIDS. FERULIC ACID. SODIUM GLUCONATE. ARBUTIN. SODIUM ASCORBYL PHOSPHATE. PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- A potent antioxidant
- UV light protection effects
- Strengthening the SPF of sunscreen formulations
- Preventing wrinkles and blemishes
- wrinkle and blemish solution
- Preventing skin aging
- Increasing bioavailability of actives

#### Applications:

- Lightening products
- Brightening products
- Anti aging products



## NOVOSOME VIT C®

### For intense and precise effects of ascorbic acid

Novosome Vit C is specially designed in the form of liposome and combination with Ascorbyl palmitate to stably deliver the Vitamin C (Ascorbic acid) into the deeper layer of the skin. Ascorbyl palmitate is an antioxidant used to stabilize oxygen-sensitive ingredients in cosmetic formulations and promotes the efficacy of other vitamins and anti-oxidant.

This empowered Vitamin C delivery system targets the deep layers of the skin, enhancing its effects.



#### INCI Name:

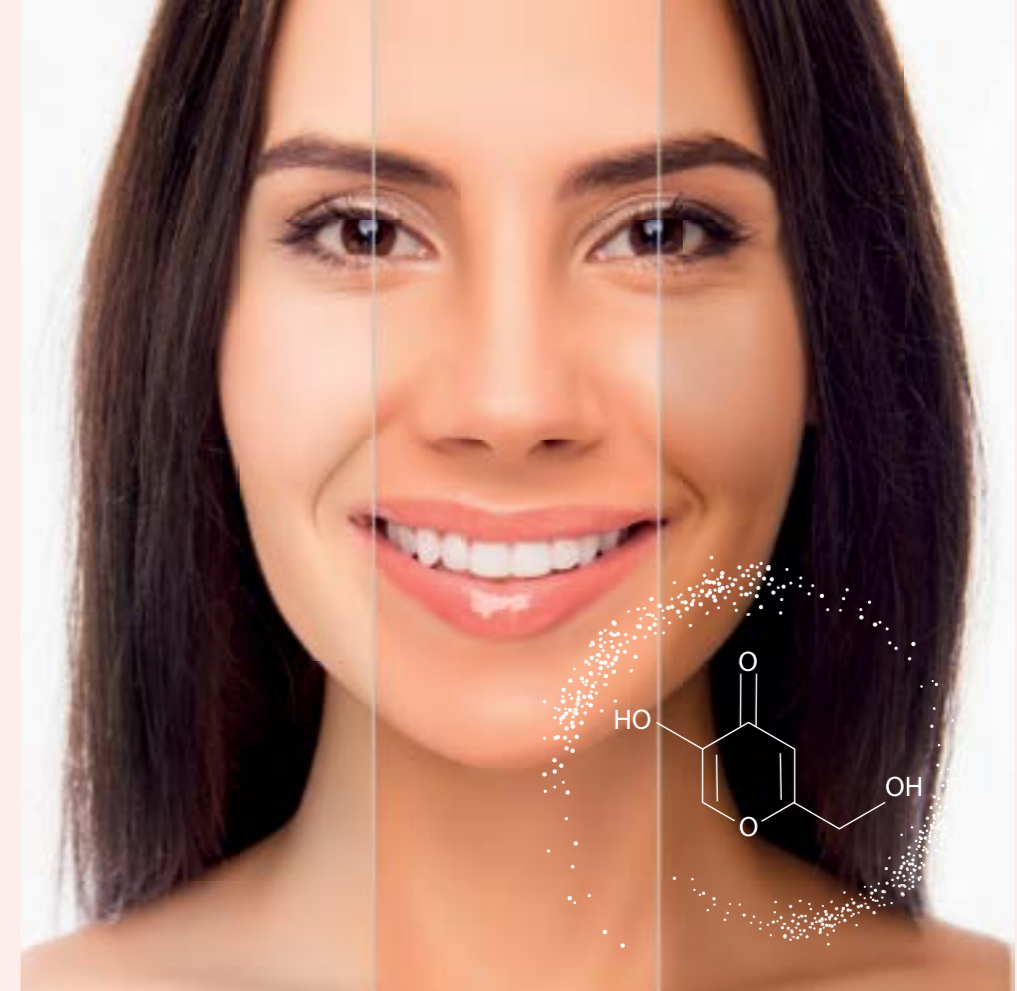
AQUA. PHOSPHOLIPIDS. ASCORBIC ACID. ASCORBYL PALMITATE PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- Stimulates the production of collagen
- High antioxidant capacity
- Anti-inflammatory action
- Lightening effect / Accelerating melanin degradation /Repressing melanogenesis

#### Applications:

- Vitamin C serums and cream
- Lightening serum and cream



## NOVOSOME KOJIC ACID®

### A deep penetrating whitening delivery system based on liposome

Liposomes are artificially prepared phospholipid bilayers vesicles that have the potential to encapsulate agents as one of the modern bioactive delivery systems. They have been proven to be used as a carrier system for cosmetic bio-actives to protect them from degradation and to improve their absorption and bioavailability.

Kojic acid liposome, acting as a lightening/whitening agent, is composed of kojic acid molecules encapsulated in the new generation of vesicles which can smartly penetrate the targeted skin cells for maximum utilization. This agent also benefits superior physical and chemical stability.

#### INCI Name:

AQUA. PHOSPHOLIPIDS. KOJIC ACID. ACRYLAMIDE/SODIUM ACRYLOYLDIMETHYLTAURATE COPOLYMER.

#### Benefits:

- Stably wrapped in nano-particle size liposome
- A high-performance whitening active
- Guarantees the physical and chemical stability
- Maximum efficacy result

#### Applications:

- Cream
- Serum



## NOVOSOME AZELAIC ACID®

### A super-efficient anti-acne liposomal active

Novosome Azelaic Acid is a liposome-encapsulated compound that enables Azelaic acid to absorb efficiently. With a lower concentration of Azelaic acid, Novosome Azelaic Acid offers the maximized delivery into the skin with excellent efficacy.

In the process of formulation, Novosome Azelaic Acid can be easily formulated because of its increased water solubility.

Because of the anti-inflammatory, anti-bacterial, keratolytic and inflammatory hyperpigmentation lightening effects, Azelaic acid is well known as a hero ingredient for regulating sebum secretion, acne treating and whitening functions.

#### INCI Name:

PHOSPHOLIPIDS. AZELAIC ACID.

#### Benefits:

- Anti-acne agent
- Whitening agent

#### Applications:

- Creams
- Serums
- Toner

## NOVOSOME CAFFEINE®

### An innovative liposome encapsulated system with a high affinity with skin stratum corneum

There are plenty of actives that have been claimed to trigger hair growth, however, the fact is how much they are effective. Caffeine hydrophilicity affects the Penetration ability considering its target place for the potential action is in the deeper layer of the skin.

To overcome such limitations, we designed a liposome bi-layer encapsulated caffeine system, called Novosome Caffeine. This delivery system with a high affinity for stratum corneum shows the maximum efficacy penetration of caffeine into the scalp and skin, increasing the bioavailability of the active. Caffeine is a famous anti-cellulite, anti-oxidant, slimming, and hair growth stimulating agent.

#### INCI Name:

AQUA. PHOSPHOLIPIDS. KOJIC ACID. ACRYLAMIDE SODIUM ACRYLOYLDIMETHYLAURATE COPOLYMER. PHENOXYETHANOL. CHLORPHENESIN



#### Benefits:

- Boosting the efficacy of caffeine
- Nano size, 100-500 nm
- Increased bioavailability
- Reaching deep skin layer to the target cells
- Long-lasting stability

#### Applications:

- Cream
- Serum
- Haircare product (rinse off/leave on)



## NOVOSOME HAIR GROWTH®

### A new generation of liposomal hair growth and beauty actives.

Novosome Hair Growth, a liposomal complex of Caffeine, Biotin, and Acetyl tetrapeptide-3, acts as a hair growing/anti-hair loss agent via a new generation delivery system. This hair fertilizer targets multi-action on hair growth cycle improvement. It provides a fuller, thicker and healthier scalp, hair, and eyelashes. These ingredients modulate DHT via 5 $\alpha$ -Reductase activity inhibition. It activates hair follicle stem cells and stimulates the hair regeneration process while reducing skin inflammation and soothing the scalp.

#### INCI Name:

AQUA. PHOSPHOLIPIDS. BIOTIN. CAFFEINE. ACETYL TETRAPEPTIDE-3 PHENOXYETHANOL. CHLORPHENESIN.

#### Benefits:

- Hair growth stimulator
- Improving scalp health
- Boosting the efficacy of the actives
- Nano size,500-100nm
- Chemical solvent free

#### Applications:

- Hair Toner
- Shampoo
- Hair serum



## NOVOSOME RETINOL®

### An advanced delivery solution

Novosome Retinol is designed to stably deliver retinol into the deep skin layer and also prevent the potential irritation of it. Novosome Retinol reduces the potential for irritation by timed-releasing strategy. Novosome Retinol act as an antioxidant and cell regenerator. By normalizing keratinization, stimulating collagen synthesis and renewing the skin, this agent offers anti-aging effects.

#### INCI Name:

AQUA, PHOSPHOLIPIDS, RETINOL, PHENOXYETHANOL, CHLORPHENESINPHENOXYETHANOL, CHLORPHENESIN

#### Benefits:

- Enhanced penetration
- Anti-aging and protecting effects
- Unclogging pores
- Normalizing keratinization
- Normalizing cell renewal process
- Neutralizing free radicals

#### Applications:

- Serum
- Cream
- Toner



## NOVOSOME TRANEXAMIC ACID®

### A new generation of whitening system with superior effects

Novo Tranexamic Acid is a smart liposomal system to deliver tranexamic acid into the deep skin layer for its excellent whitening and discoloring effects on spots and melasma. This liposomal system protects the active from degradation and maximizes its bioavailability.

#### INCI Name:

AQUA, PHOSPHOLIPIDS, TRANEXAMIC ACID, ACRYLAMIDE/SODIUM ACRYLOYLDIMETHYLTAURATE COPOLYMER, PHENOXYETHANOL, CHLORPHENESIN

#### Benefits:

- Inhibits melanogenesis especially for hyperpigmentation including melasma
- A great substitute of hydroquinone
- Prevents dark spots to be increased

#### Applications:

- Cream
- Serums
- Toner

## NOVO WAX® / NOVO WAX P®

### A high-quality mattifying agent

To formulate matt lipsticks, a mattifying agent is a must. While Nylon-12 recently got banned and Silicone derivatives lead to deforming molds during filing, Novo wax is an excellent substitute.

#### INCI Name:

HYDROGENATED VEGETABLE OIL, HYDROGENATED ALKENE, BENTONITE. / HYDROGENATED VEGETABLE OIL, BENTONITE.

#### Benefits:

- Texture modifier
- Soft and silky feel
- Non-greasy and matt application
- Nylon-12 substitute
- Silicon elastomer gel substitute

#### Applications:

- Velvet/matt lipstick
- Velvet/matt cream
- Powdery products

## NOVO WAX PE®

Novo wax PE acts as a thickening and film-forming agent. It is a low molecular weight polymer of ethylene. With a high melting point, it offers good temperature stability to the formulation. The usage is in a wide variety of cosmetics formulations including cream, lotion, balm, pomade, emulsion, lipstick and mascara, and sun-care products.

#### INCI Name:

HYDROGENATED POLYDECENE AND POLYETHYLENE

#### Benefits:

- Consistency factors
- Thickener
- Stabilizer
- Film former
- Rheology modifier
- Texture modifier

#### Applications:

- Velvet/matt lipstick
- Velvet/matt cream
- Powdery products







## NOVO 1618®

Novo 1618 is a gentle, safe and good-for-skin and hair form of fatty alcohols. It is a white and waxy superfatting agent used for its softening and smoothing properties. It is also a good stabilizer for w/o and o/w emulsions.

### INCI Name:

CETOSTEARYL ALCOHOL

### Benefits:

- Texture enhancer
- Emollient

### Applications:

- Hair mask
- Hair conditioner
- Cream
- Lotion

## NOVO STABILIZER pH®

NOVO Stabilizer pH acts as emollient and pH stabilizer.

### INCI Name:

POLYACRYLATE CROSSPOLYMER-6, ARACHIDYL ALCOHOL.

### Benefits:

- Emollient
- pH stabilizer

### Applications:

- Products with extreme pH e.g. AHA cream/ serum, Depilatory lotion/ cream

## NOVO STABILIZER SOL®

### A super stabilizing agent

Novo Stabilizer SOL offers advantages to solve stabilization challenges in low viscosity formulation and pigment dispersion. It is well designed to use in color cosmetic and high-value skin care. This product works in formulation to solve suspension problems of pigments, salts, and sunscreens and brings benefits to formulators. It is also a great emollient with light and lubricate film forming effects, and long-lasting capability.

### INCI Name:

TRIMETHYLSILOXYSILICATE . ISODODECAN.  
ISODECYL NEOPENTANOATE.



### Benefits:

- Film forming
- Emollient
- Stabilizing

### Applications:

- Foundation (fluid/cream)
- Sunscreen (fluid/cream)
- Lip liquid (matte finish)



## NOVO STABILIZER VIS®

NOVO Stabilizer VIS is an efficient naturally derived emulsifier, thickener and stabilizer in aqueous surfactant systems. This product also can reduce the potential of surfactants for irritation.

### INCI Name:

HYDROXYETHYL ACRYLATE, METHYL GLUCOSE DIOLEATEE

### Benefits:

- Stabilizer
- Thickener
- Emulsifier

### Applications:

- Shampoo
- Foam cleansers / Shaving
- Baby product
- Pet wash products



## NOVO WOE®

It is an emulsifier for W/O cream and lotion with excellent heat and freeze/thaw stability. It has high compatibility with active ingredients, oils, silicone, and waxes. It is a suitable emulsifier for sunscreen preparations even in the presence of high content of organic and physical UV filters.

### INCI Name:

POLYGLYCERYL-4 ISOSTEARATE. CETYL PEG/PPG1/10- DIMETHICONE. HEXYL LAURATE.

### Benefits:

- Excellent stable emulsion
- Easy to spread
- SPF enhancer
- Excellent stability in wide range of temperature

### Applications:

- W/O creams and lotion
- W/O liquid foundation
- W/O sunscreen



## NOVO STABILIZER FOAM®

Novo Stabilizer Foam is a polymer-based foam booster, foam stabilizer, and viscosity builder. It can be used in moderate surfactant systems. This product creates an airy and light foam for a delightful sense.

### INCI Name:

ACRYLATE CROSSPOLYMER. WATER.

### Benefits:

- Foam stabilizer
- Stabilizer
- Viscosity builder
- Rheology modifier

### Applications:

- Shampoo and cleansers
- Baby products
- Foam cleansers
- Pet / car wash products

## NOVO S21®

### A high-performance emulsifier.

Novo S21 is a polyoxyethylene fatty ether-derived stearyl alcohol to produce stable dispersion of the components of the formulation. It is recommended for use in extreme pH formulations such as antiperspirant deodorants. Due to the differing Hydrophilic Lipophylic Values (HLV), Novo S2 and Novo S21 work well in combination with each other to produce stable O/W emulsion. This product is suitable for skincare, deodorants, and antiperspirants.



#### INCI Name:

STEARETH-21

#### Benefits:

- Great tolerance to extreme levels of pH
- They have emulsification properties

#### Applications:

- O/W emulsifier for cream (from low to high viscosity)
- Deo roll deodorant

## NOVO S2®

### A high performance emulsifier.

Novo S2 is a polyoxyethylene fatty ether-derived stearyl alcohol to produce stable dispersion of the components of the formulation. Novo S2 is designed to produce stable oil in water emulsions. It is recommended for use in extreme pH formulations such as deodorants. This product is suitable for skin care, deodorants, and antiperspirants.

#### INCI Name:

STEARETH-2

#### Benefits:

- Great tolerance to extreme levels of pH
- Emulsification properties
- Solubilization properties

#### Applications:

- O/W emulsifier for cream (from low to high viscosity)
- Deo roll deodorant







## NOVO SORPTION OS/WS®

**A solvency and penetration enhancer  
for active ingredients**

One of the greatest ways to maximize the bioavailability of polar and lipophilic active ingredients is increasing the penetration rate by solvents. Novo Sorption OS / WS is a carrier and solubilizer that enhances the penetration and the depth of penetrated actives into both the skin and hair via an efficient physicochemical interaction.

### Benefits:

- Solubilizer / solvent carrier
- Penetration enhancer
- Fragrance enhancer
- Humectant
- Viscosity reducer

### Applications:

- Novo Sorption WS : Shampoo, cream, serum, toner
- Novo Sorption OS : cream, serum, toner

### INCI Name:

Novo Sorption WS: AQUA, PROPYLENE GLYCOL, HYDROLYZED GLYCOSAMINOGLYCANS, PHENOXYETHANOL, CHLORPHENESIN.

Novo Sorption OS: ETHOXYDIGLYCOL, DIMETHYL ISOSORBIDE.

## NOVOSORB WS®

Our miracle worker "Nvosorb WS" enables you to stabilize the formula and protect the light-sensitive ingredients such as dyes, fragrances and active ingredients like vitamins and UV filters. By acting like an epidermal alternation, it supports the skin to fight pollution-induced damages.

### INCI Name:

HOMOSALATE, SORBITAN OLEATE



### Benefits:

- Stable formulations
- Protects the skin in the fight against pollution
- Protects the skin against such injuries epidermal alternation.

### Applications:

- Shampoo
- Body wash
- Hand wash
- Serum



## NOVOSORB OS®

### An innovative stabilizer

Novosorb OS is a highly effective and sustainable stabilizer when it comes to protecting light-sensitive ingredients in cosmetic formulation. This innovative composition also helps to protect the skin against radical-induced damages by pollutants. UltraViolet radiation is one of the oxidative stresses which may damage the skin and the formulation. It has the potential to degrade dyes, fragrances, active ingredients such as vitamins and UV filters. Also, as a pollutant, it harms the skin by causing free radical production.

#### INCI Name:

HOMOSALATE, COCOGLYCERIDES

#### Benefits:

- Highly effective stabilizer for light-sensitive formulations
- Enhancing the fragrance durability
- Protections
- Free radical scavenger

#### Applications:

- Perfumes
- Anhydrous products including fragrance or color



## NOVOSORB WS PLUS®

### A high-performance color and fragrance fixative

Achieving the ultimate stability of the colors is always one of the top trends and when the packages are colorless transparent it is a challenge, especially when you target light colors for your body wash, hand wash or shampoo formula. our miracle worker "Novosorb WS Plus" enables you to stabilize the formula and protect light-sensitive ingredients such as dyes, fragrances and active ingredients like vitamins and UV filters. By acting like an epidermal alternation, it also supports the skin to fight pollution-induced damages.

#### INCI Name:

HOMOSALATE, SORBITAN OLEATE, ETHYLHEXYL METHOXYCINNAMATE

#### Benefits:

- Highly effective stabilizer for light-sensitive formulations
- Stabilizing color in light colored formulations
- Protects the skin in the fight against pollution

#### Applications:

- Shampoo
- Body wash
- Hand wash
- Serum



## NOVO BEN 5®

### Easy to use blend of paraben preservatives in phenoxyethanol

Novo Ben5 is a blend of effective preservatives with a broad range of antiseptic effects that can be used in skincare and haircare rinse-off and leave-on products.

#### INCI Name:

PHENOXYETHANOL, METHYLPARABEN, ETHYLPARABEN, PROPYLPARABEN, BUTYLPARABEN

#### Benefits:

- Broad-spectrum microbiological protection
- Ease of handling and formulation

#### Applications:

- All emulsion
- Serum
- Hair care product

## NOVO SB®

Novo SB is a blend of two organic acid salt with preserving and antimicrobial properties. It suits eco-friendly formulations.

#### INCI Name:

AQUA, SODIUM BENZOATE, POTASSIUM SORBATE

#### Benefits:

- Preservative
- Paraben free

#### Applications:

- Shampoo
- Cream
- Serum

## NOVO FRUITS®

### A natural AHA & BHA blend and multi-purpose active

“Novo Fruits” is a complex of “alpha-hydroxy acids” which derived from sugars in particular plants, such as Glycolic Acid (sugar cane), Lactic Acid (milk), Citric Acid (citrus fruits), Malic Acid (apples) and Beta Hydroxy Acid”, found in the bark of several plants and trees.

#### INCI Name:

AQUA, LACTIC ACID, GLYCOLIC ACID, CITRIC ACID, MALIC ACID, SALICYLIC ACID

#### Benefits:

- Improve skin elasticity and collagen support structure
- Remove dead cells
- Smooth and soften skin
- Unclog pores-clear acne
- Hold moisture
- Promote rapid cellular turnover

#### Applications:

- Lightening lotion
- Tonics
- Lightening emulsion
- Lightening gels
- Anti wrinkle cream
- Peeling product







## NOVO PEARL NEW 1®

### An easy-to-use pearlizing agent

To make personal care cleansing products such as shampoos, body washes or liquid hand soaps pearly, we need to add a pearlizing agent.

There are some issues while using them:

- Premix with water
- The stability of that which was a major issue

#### INCI Name:

SODIUM LAURETH SULFATE. GLYCERYL DISTEARATE.

#### Benefits:

- Easy-to-use
- Cold blend
- Stable product (in terms of sedimentation and color)

#### Applications:

- Hair shampoo
- Body wash
- Hand wash

## NOVO POLY-TIGHT®

### A HIGH PERFORMANCE ANTI-WRINKLE

Novo poly-tight is a natural ingredient, and it is developed by biotechnological methods. The Oculata microalgae (*Nannochloropsis Oculata*) extract produced by the fermentation process is well combined with Pullulan polysaccharide, a film-forming natural sugar from fungus *A.Pullulans*. The film-forming effects of Pullulan have made it a potential stable carrier for active ingredients with a lifting effect for the skin. The professional blend of Oculata algae and Pullulan has made it a powerful agent against wrinkles.

#### INCI Name:

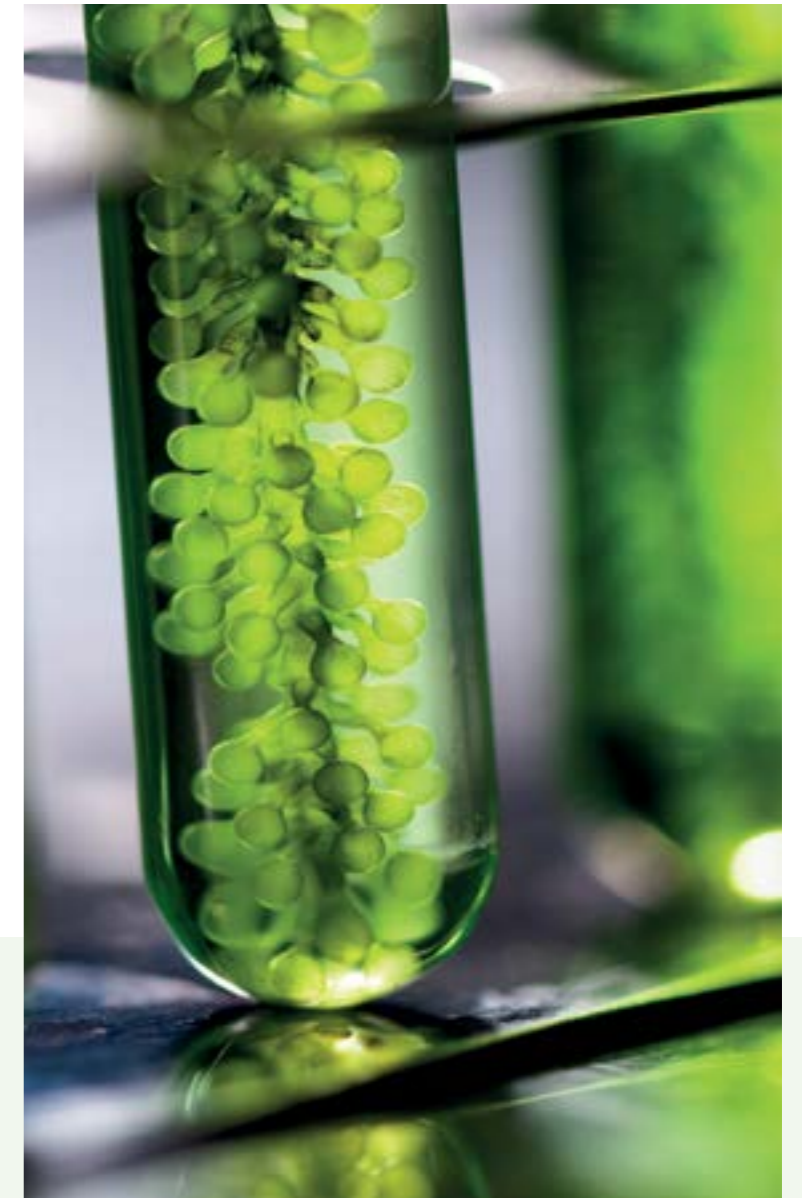
AQUA, PULLULAN, NANNOCHLOROPSIS OCULATA EXTRACT, PHENOXYETHANOL

#### Benefits:

- Anti-wrinkle
- Antioxidant
- Film-forming
- Lifting
- Instant and long term effects

#### Applications:

- Instant antiwrinkle creams/serums
- Hydrating fillers/creams/serums
- Firming foam/ toner



## NOVO SOLUBILIZER®

Novo Solubilizer, a powerful W/O solubilizing and long-lasting moisturizing agent. It adds a glossy finish to the formulation. An excellent emulsifier to produce a stable formulation with caring effects. It can be used on its own or in combination with co-emulsifiers and waxes.

### INCI Name:

POLYGLYCERYL-3 POLYRICINOLEATE

### Benefits:

- Emulsifiers W/O (Water in oil)
- Moisturizing Agents
- Protections
- Make Clear Oil With adding Extract

### Applications:

- Serum
- Body oil
- Face oil
- Toner
- Hair oil



## NOVO DEOLAN® / NOVO DEOLAN P

### An innovative composition for Aluminum free deodorant application

Novollan is an excellent free from Aluminum natural antiperspirant and anti-bacterial agent. It is obtained from the dead sea and is the best choice for natural products. It does not absorb into the skin, instead, it delivers a higher efficacy than Aluminium-based deodorants with antibacterial effect and sebum and sweat absorption.

### INCI Name:

MAGNESIUM CARBONATE HYDROXIDE. ZINC OXIDE / MAGNESIUM CARBONATE HYDROXIDE.

### Benefits:

- Long-lasting effect
- Controlling the bacterial growth
- Sensitive skin

### Applications:

- Aluminum free deodorant
- Spray/stick

## NOVO 2161®

### A superior performance solution for delivering film forming function

Novo 2161 is a blend of medium viscosity of dimethicone with a cross-link trimethylsiloxysilicate resin. It is a composition for use in cosmetic and personal care applications such as skincare, color cosmetics, suncare and haircare

### INCI Name:

DIMETHICONE. TRIMETHYLSILICATE.

### Benefits:

- Provides long-lasting film
- It imparts good adhesion
- It forms a water-resistant
- Breathable protective barrier
- In hair care acts as a volumizer
- For thin hair and contributes

### Applications:

- Cream
- Color cosmetics
- Serums

## NOVO 2231®

### A ready to use silicone solution

Novo 2231 is a silicone-powered emollient and film former. When used in hair care formulation, delivers wash-off resistant effects and makes it suitable for shampoo and conditioners. It also adds silky softness effects to the skincare formulation while improving water-resistance properties.

### INCI Name:

DIMETHICONOL. CYCLOPENTASILOXANE.

### Benefits:

- Emollient
- Film former
- Long-lasting
- Wash-off resistant
- Anti-static

### Applications:

- Serum
- Cream
- Conditioners
- Shampoo





## NOVO DISPERSION WHITE®

NOVO DISPERSION WHITE is an easy-to-use form of titanium dioxide as a white color used in most of the lipstick formulations.

### INCI Name:

CASTOR OIL. TITANIUM DIOXIDE.

### Benefits:

- No need to disperse
- Micronized particles







**D N A**

A stylized logo for DNA. It features a double helix structure composed of two interlocking wavy lines. The left and right strands are purple, while the top and bottom strands are orange. The letters 'D', 'N', and 'A' are placed in the center of the helix, with 'D' on the left, 'N' in the middle, and 'A' on the right. The letters are bold and black.



 **Karamehmet MH. Avrupa Serbest  
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