

SNF | Personal care

NATURSOL EMI Rêv

Creating high performance cosmetic formulations that respect both beauty and the planet

January 2026

Skin care | Bath & shower | Hair care



THE VISION BEHIND OUR INNOVATION

1 Climate change

- Encouraged the consumer to adopt more sustainable practices
- Eco-friendlier production process
- Enhanced waste management

2 Hair routine evolution

- Be able to propose a new multifunctional ingredient allowing minimalist formulations

3 No Compromise

- We believe in delivering results while maintaining our commitment to sustainability
- Creating a significant shift in the rheology modifier market for Hair Care

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AN ECO-CONSCIOUS PROCESS FOR SUSTAINABLE BEAUTY

Energy Reduction

NATURSOL™ EMI Rev's cold process reduces energy consumption, aligning with eco-friendly practices.

Accelerated Production

Ready to use, it speeds up production and reduces costs, streamlining the manufacturing process.

Responsible Solution

Eco-durable technology minimizes carbon footprint, ensuring environmental responsibility.

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AN ECO-CONSCIOUS PROCESS FOR SUSTAINABLE BEAUTY

96% ENERGY SAVING - 70% TIME SAVING

	HOT PROCESS with conventional emulsifying system	COLD PROCESS with NATURSOL™ EMI Rev
INGREDIENT INTEGRITY	Heat-sensitive ingredients degrade (e.g., vitamines, probiotics, plant extracts)	Preserves delicate actives (e.g. botanical extract, vitamins, proteins)
PRODUCTION EFFICIENCY & COST	Requires industrial mixers, heating tanks, and cooling systems-higher CAPEX investment **FORMULATION TIME = 105 min**	Can be done with simpler, less expensive equipment, making it ideal for smaller labs, agile brands, and clean beauty startups **FORMULATION TIME = 30 min**
SUSTAINABILITY	Requires heating up to 65-80°C, consuming high energy, increasing carbon footprint and requiring cooling water for temperature control **2000 KJ**	No heating = low energy consumption, making it an eco-friendly choice. This aligns with the growing demand for sustainable beauty while reducing operational cost **90 KJ**

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MINIMALIST FORMULA, MAXIMUM IMPACT FOR HAIR CARE

1 Focus on essential

Avoids overconsumption by focusing on the essential aspects of hair.

2 Multifunctional benefits

NATURSOL™ EMI Rev offers many essential benefits for hair, simplifying beauty hair routine.

3 Respectful

Reduce waste through simplified effective minimalist formulation that respects the environment, and consumer well-being

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BIODEGRADABILITY: A KEY ENVIRONMENTAL ASSET

Biodegradable

NATURSOL™ EMI Rev is **inherently biodegradable** according to OECD 301F.

Reduced carbon footprint

Ensures a reduced environmental footprint minimizing long term ecological impact.

Uncompromised performance

Delivers high quality results and low-impact on the planet.

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NATURSOL™ EMI *Rev*

AN ENLIGHTENING DREAM FOR COSMETICS OF TOMORROW

TECHNOLOGY PATENTED TECHNOLOGY

INCI Name
Starch/Acryloyloxyethyl Trimonium Chloride Copolymer, Octyldodecyl Myristate, Caprylyl/Capryl Glucoside

Natural Origin Index: 70% (ISO 16128)

Recommended dosage (as is): 2 to 4%

Suitable Halal, Kösher, Vegan

Main Applications: Hair care treatments, conditioners, men’s grooming …

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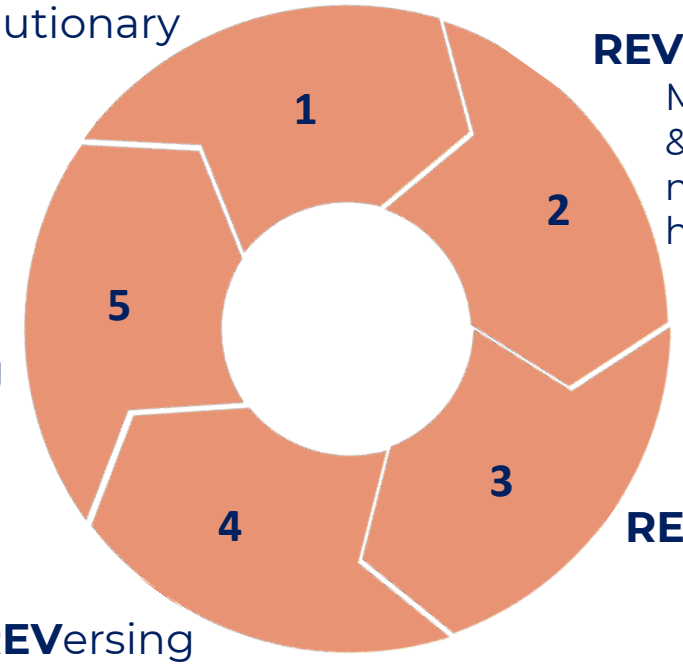
MULTIPLE BENEFITS

REVolutionary

An innovative cold processable product that delivers high performance & environmentally conscious formulation



REVive

Maintains hair hydration & softness, enhancing natural beauty and health

REVealing

Sublimes the natural beauty of curly hair providing definition & long lasting hold

REVitalizing

The solution to restore superficial damage & to protect hair from bleaching damage

REVersing

For superior thermal protection

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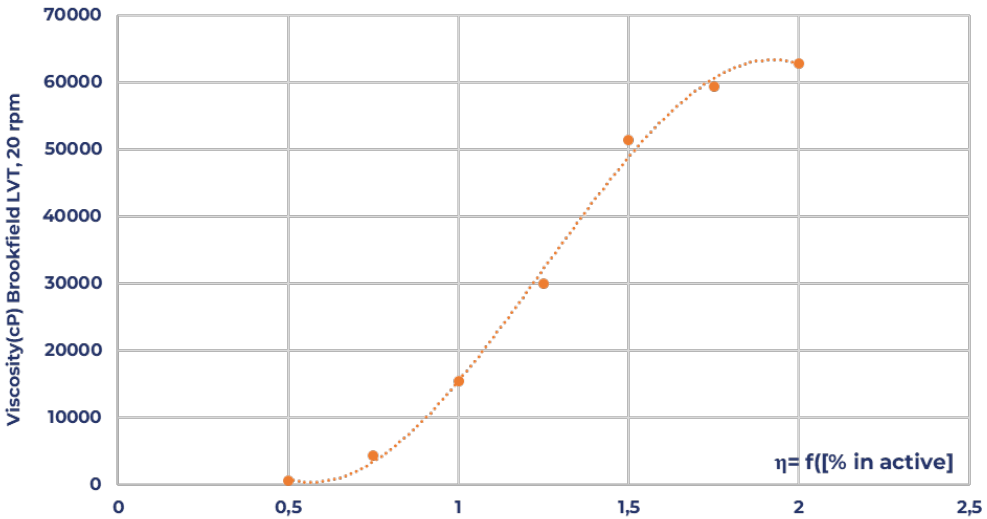
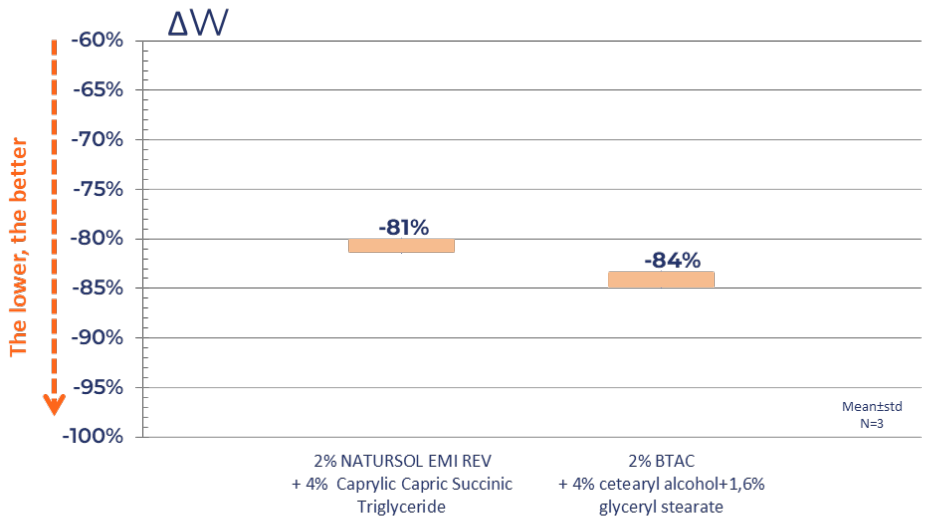
A HAIR CARE REVOLUTION UNVEILED

Viscosity development in water



Wet combing performance



Internal Test: on bleached caucasian hair, 0,15g product/g of hair
1 application
Work required to comb the hair is measured before and after the conditioner
% of variation of combing work is calculated

Cold process conditioners with optimal viscosity

No heat, no fatty alcohol, just efficiency

1 single application delivers significant results:

NATURSOL EMI Rev matches BTAC performance

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BTAC = Behentrimonium Chloride

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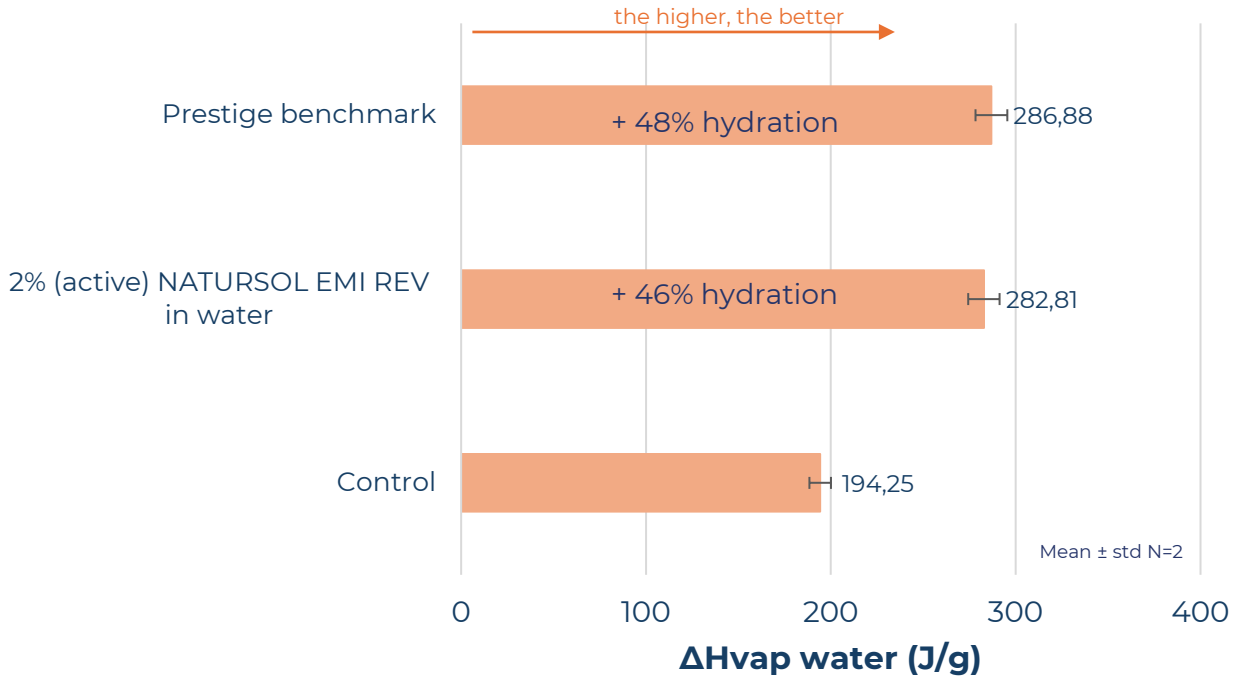
LONG LASTING HAIR MOISTURIZING





External test on bleached caucasian hair, 0,2g product/g of hair,
Leave-on
Dried for 24h (55% RH / 22°C)
DSC analysis

Water Vaporization Enthalpy (ΔHvap water): measures the energy required to transform a given quantity of water into steam. The higher it is, the better is hair moisture retention and dehydration resistance.

With just 2% NATURSOL™ EMI *Rev*, hair hydration increases significantly.

With just 2% EMI REV, you can achieve the same level of moisturization as a benchmark formula containing silicone, BTAC, and BTMS

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BTMS = Behentrimonium Methosulfate
BTAC = Behentrimonium Chloride

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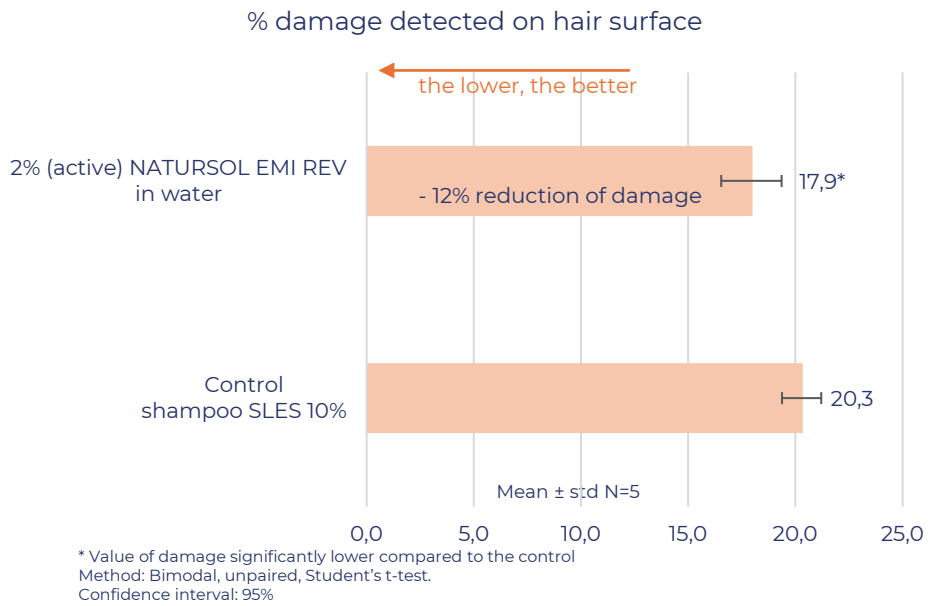
RESTORATION of SUPERFICIAL DAMAGE



* Value of damage significantly lower compared to the control
Method: Bimodal, unpaired, Student's t-test.
Confidence interval: 95%

External test on double-bleached caucasian hair, 0,1g product/g of hair
Leave-on
Dried for 24h (55% RH / 22°C)
SEM analysis

% of damage represented by the percentage of white pixels, which represent damaged or raised scales.
The lower the %, less is the damage to hair.



2% NATURSOL™ EMI *Rev*

- Restores hair by 12%, showcasing its potent restorative capacity
- Improves the overall appearance of hair, providing a sleek and polished finish
- Leaves hair smoother and shinier, enhancing its natural radiance and vitality

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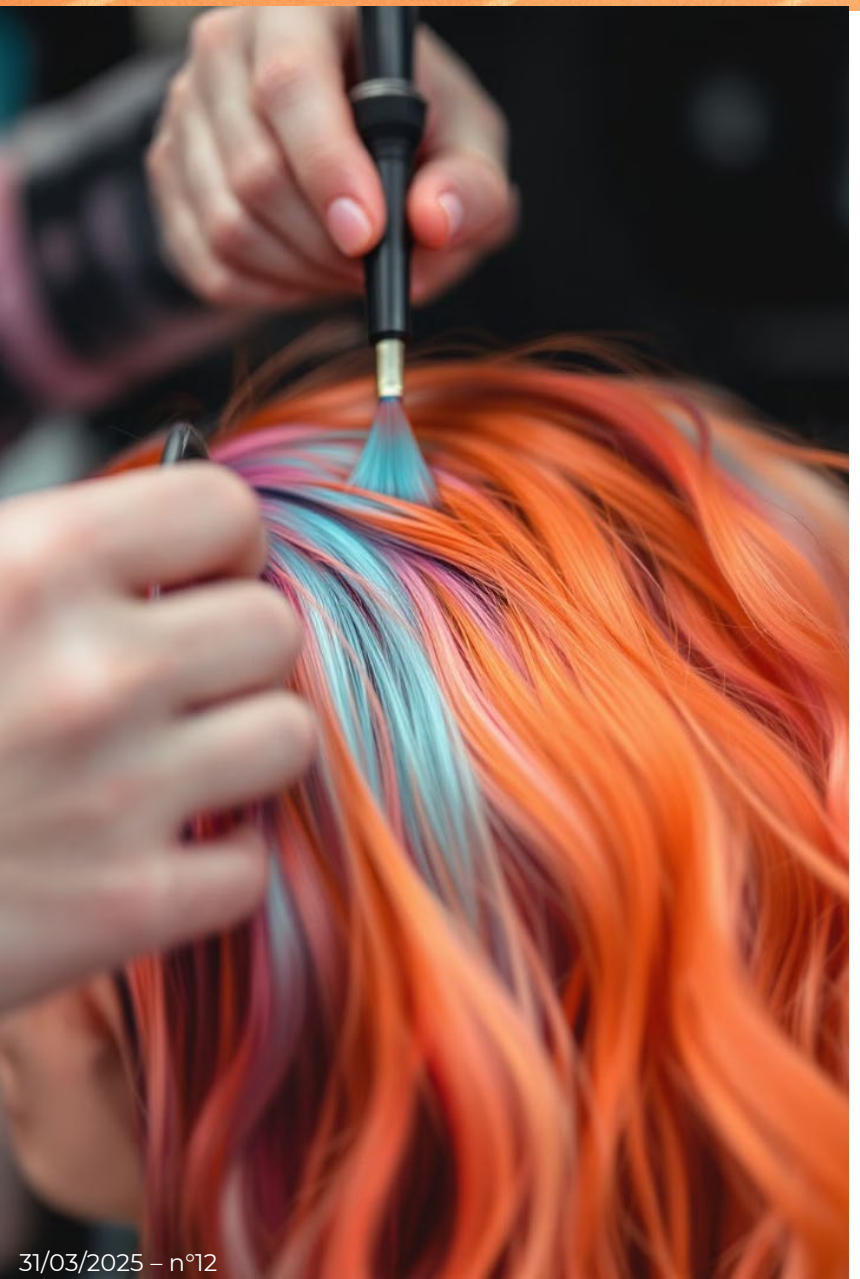
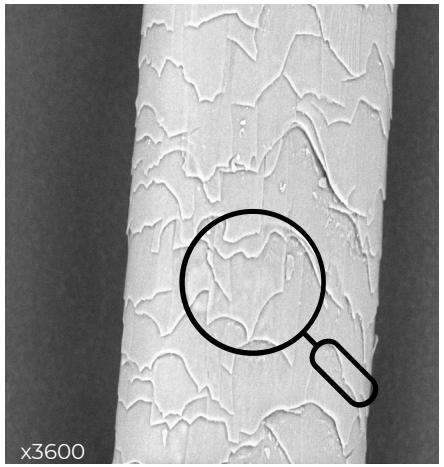


SURFACE DAMAGE ASSESSMENT

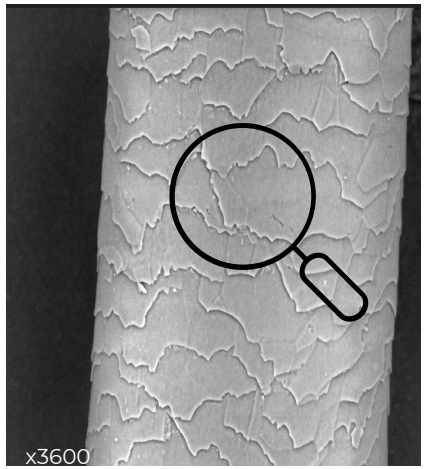
Images obtained by electron microscopy analysis (SEM) showing the hair fiber surface of the sample

Control
Virgin caucasian hair



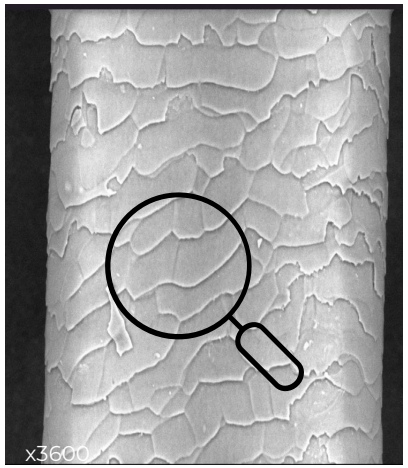
Smoothed-edge hair scale

Control + 4h H_2O_2 (30%)



Jagged-edge hair scale

Control
+ 2% NATURSOL™ EMI REV
+ 4h H_2O_2 (30%)



Smoothed-edge hair scale

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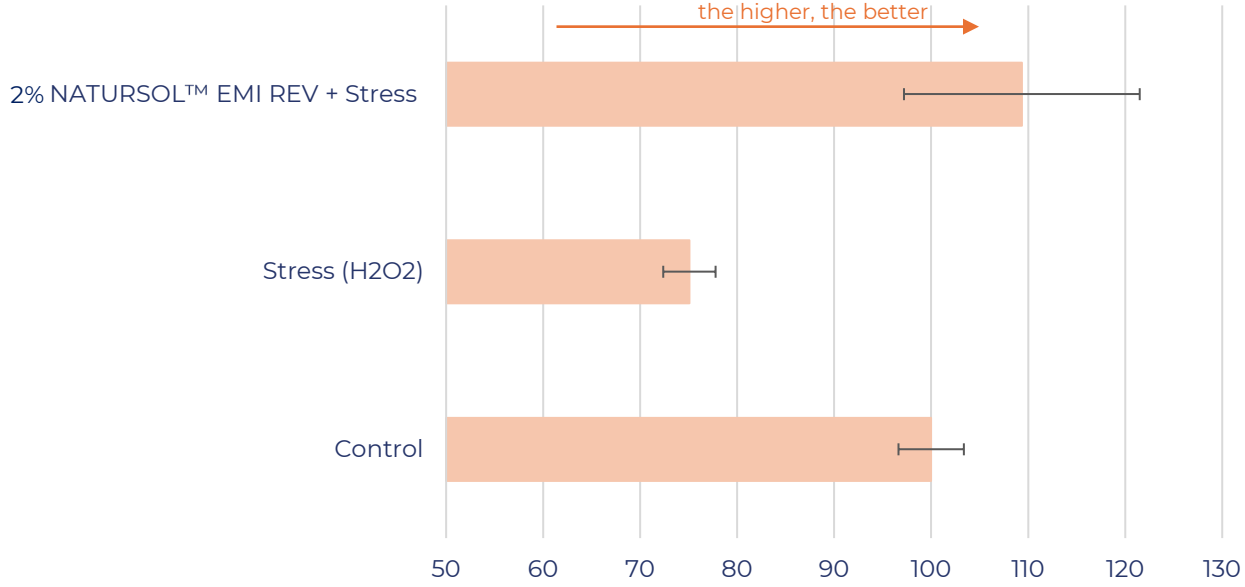
A SHIELD FOR THE DISULFIDE BONDS

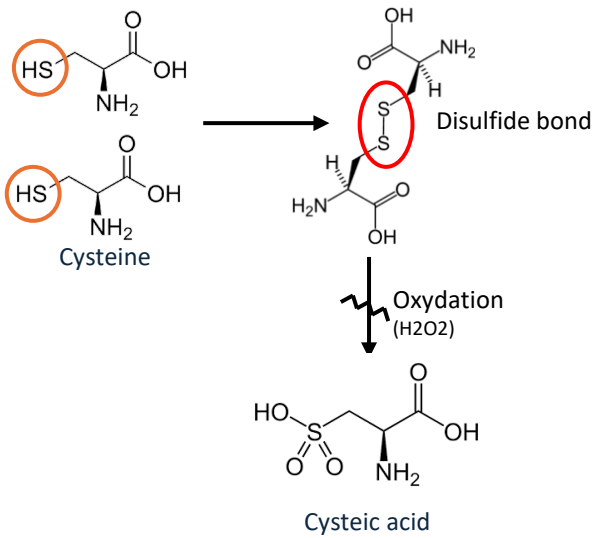


Free-thiols level (%)
(vs control; nmol/mg proteins)



Mean ± std N=3

* Level of free-thiols is significantly higher compared to the stress
Method: One-way ANOVA and Dunnett's post-hoc test for multi-comparisons vs stress group (alpha=0,05)



External test on virgin caucasian hair
Application 0,25g product/g of hair
Dipped in H_2O_2 (solution 2%, 6 volumes), during 1h15
Rinsing
Application 0,25g product/g of hair
Rinsing
Drying at room temperature
Free-thiols quantification

NATURSOL™ EMI *Rev*

- Significantly preserves the free thiols of the hair fiber counteracting the stress (H_2O_2)
- Highly contributes to the hair integrity

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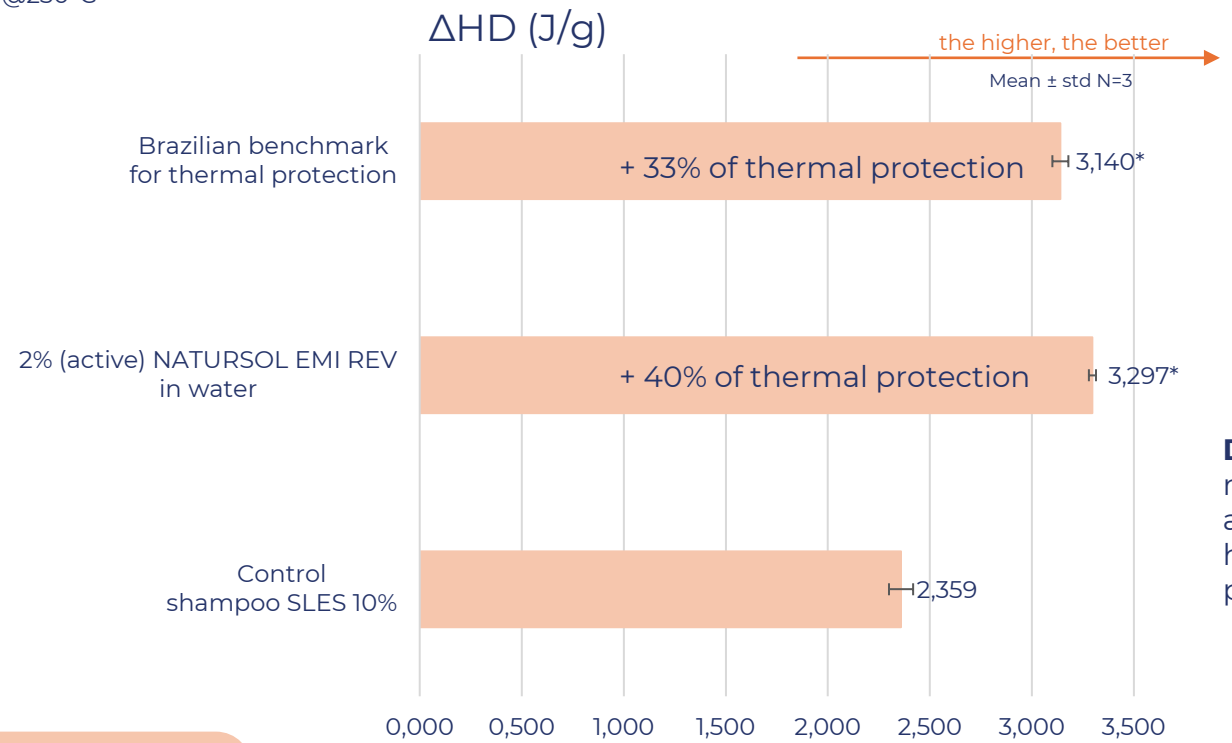
SUPERIOR THERMAL PROTECTION at 230°C

External test on virgin Caucasian hair, 0,2g product/g of hair
Leave-on
Heat exposure at 95°C (30 mn) + 3 passes straightening iron @230°C
DSC analysis





* ΔHD values significantly higher compared to the control
Method: One-way ANOVA summary followed by Dunnett's post test.
Confidence interval: 95%

Denaturation Enthalpy (ΔHD) : measures the energy required to alter the structure of keratin. The higher it is, the better the thermal protection.

Only 2% NATURSOL EMI REV performs **better than a Brazilian market leader** containing silicons and BTMS

BTMS= Methosulfate Behentrimonium

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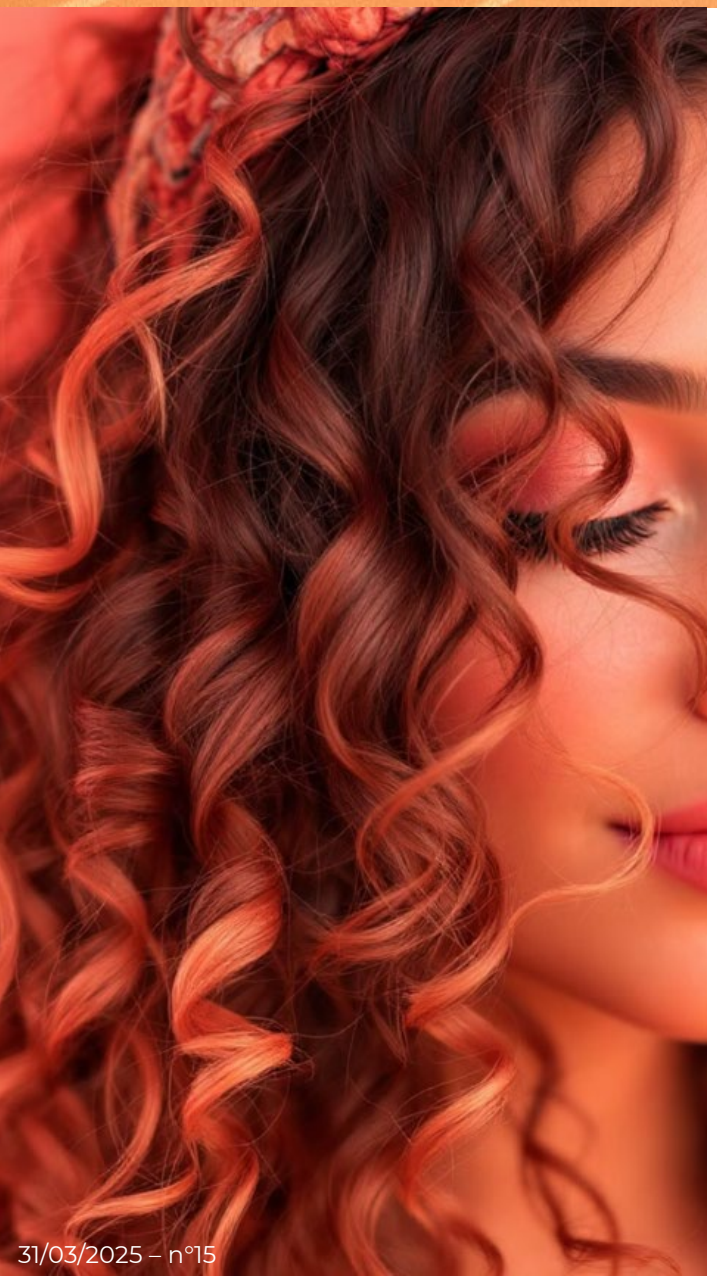
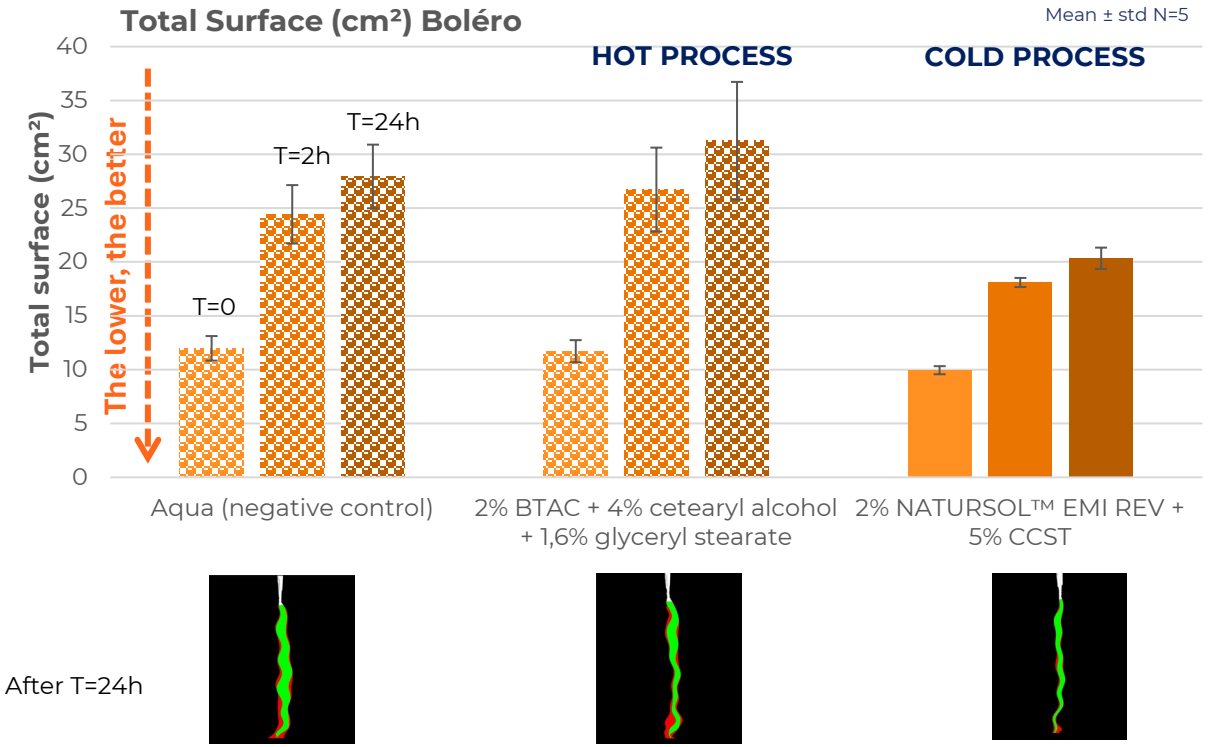


PERFECT DEFINITION OF CURLS WITH LASTING HOLD



On virgin curly hair type III (0.2g/g hair – 1 application). Dried for 1 hour at 50°C and placed in a climatic chamber at 80% humidity.

After T=24h

BTAC = Behentrimonium Chloride
CCST = Caprylic /capric/ succinic triglyceride

NATURSOL™ EMI Rev

- Defines curls better than BTAC demonstrating superior performance
- Maintains curl definition even after 24h at 80% humidity ensuring lasting beauty

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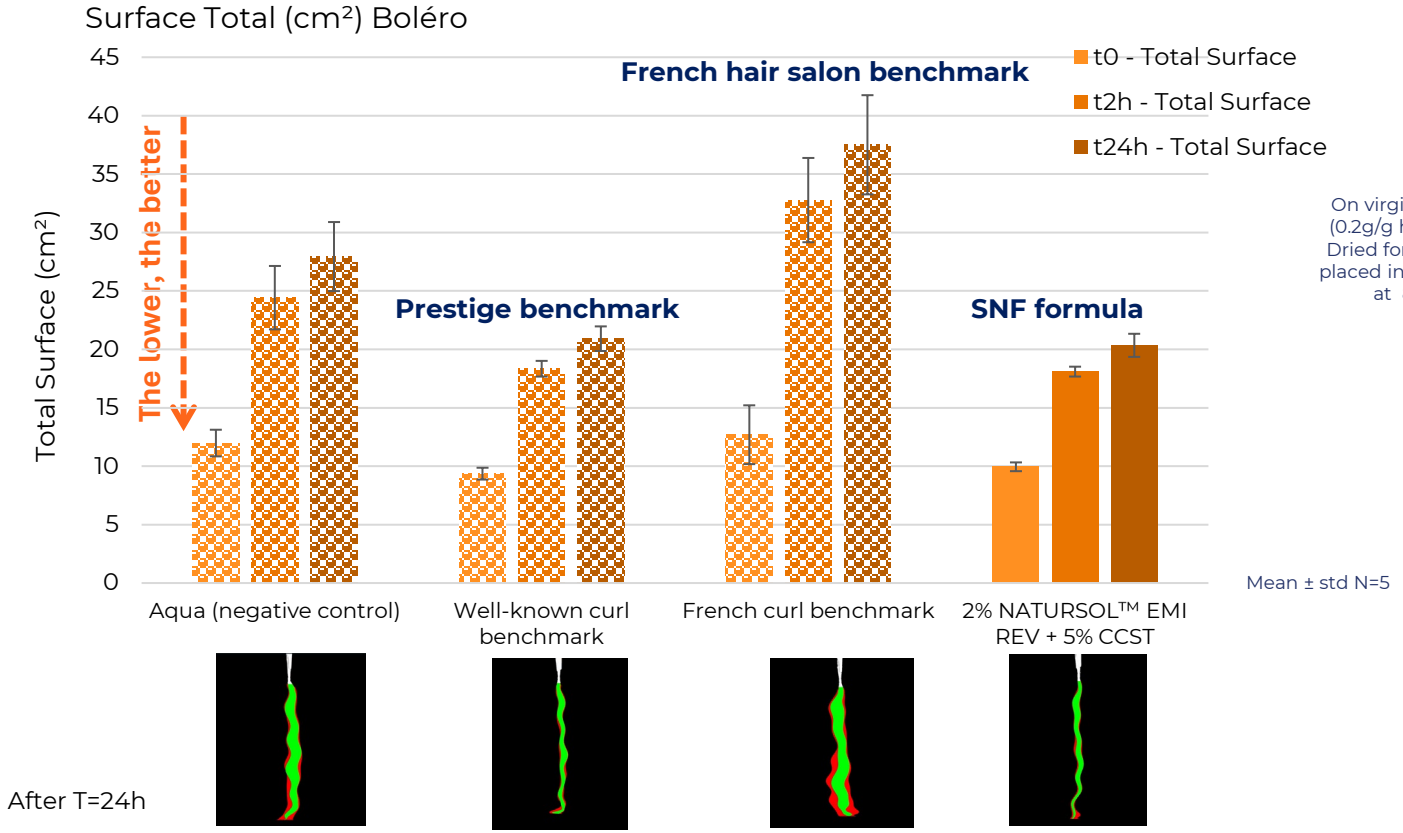
PERFECT DEFINITION OF CURLS WITH LASTING HOLD



On virgin curly hair type III (0.2g/g hair – 1 application). Dried for 1 hour at 50°C and placed in a climatic chamber at 80% humidity.

Mean ± std N=5

Only 2% NATURSOL™ EMI *Rev* matches or even outperforms well-known benchmarks. NATURSOL EMI *Rev* provides beautifully defined & durable curls thanks to our inverse emulsion technology.

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REV'INFUSION: ALL-IN-ONE HAIR TREATMENT FORMULATION
A COMPLETE TREATMENT FOR A GORGEOUS DAY! – HC 024

7 Benefits in only 1 product

- Conditions & detangles
- Instantly moisturizes
- Softness & manageability
- Keep straightening
- Revitalizes your curls
- Prevents damage to disulfide bridges
- Heat protection @ 230°C

*Properties**

- Appearance : white cream
- pH : 4.5 – 5.0
- Viscosity*** : 30 000 – 40 000 cP
- Stability**** : Passed Lumisizer (equivalent 8 months @ 40°C)

* Measured after 24 hours
*** Brookfield RVT, 20rpm, 1min, spindle 6
**** Lumisizer parameters : 3h14/ 40°C/ intensity 2/ filter 870nm/ 2000g

TRADE NAME	INCI (EU)	FUNCTION	% active	Wt. %
Deionized Water	Aqua	Solvent		qsp 100
Glycerine	Glycerin	Humectant	2.00	2.00
LINATURAL™ ultra-1 [1]	Propanediol, Benzyl Alcohol, Pentylene Glycol	Preservative	1.80	1.80
NATURSOL™ EMI Rev [2]	**Starch/Acryloyloxyethyl Trimonium Chloride Copolymer, Octyldodecyl Myristate, Caprylyl/Capryl Glucoside**	**Rheology modifier & conditioning agent**	**1.50**	**2.90**
SOFTISAN® conditionHAIR [3]	PCA Glyceryl Oleate	Emollient	0.50	0.50
Natura-Tec Liquid Shea - Refined [4]	Butyrospermum Parkii Oil	Emollient	4.00	4.00
Tocobiol C [5]	Tocopherol (mixed), β-Sitosterol, Squalane	Antioxidant	0.05	0.05
Sodium Hydroxyde (30%)	Sodium Hydroxyde	pH adjuster	qsp pH = 4.5 – 5 (2-3 drops)	

Active content of NATURSOL™ EMI Rev = 51,6%
Suppliers : [1] Lincol Manufacturing ; [2] SNF ; [3] IOI OLEOCHEMICAL; [4] Natura-Tec ; [5] CQ Masso

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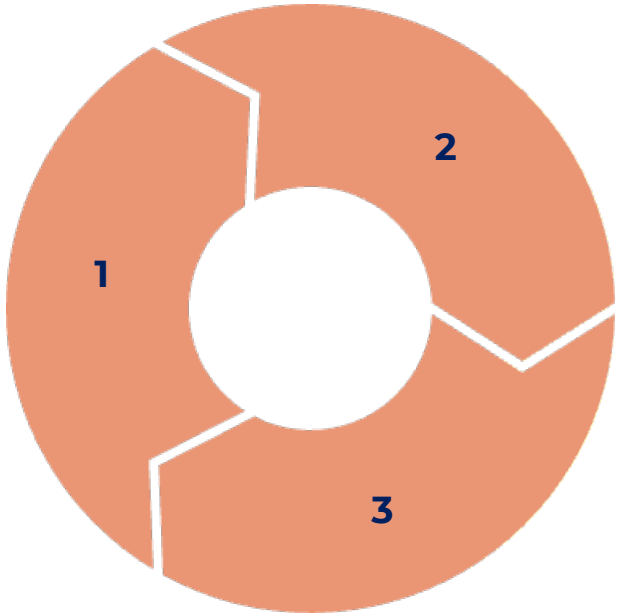
NATURSOL™ EMI Rêv, a game changer for hair care versatile applications

Cold process conditioners
Enhances slip & detangling properties in rinse off & leave-in formulations



Styling creams
Provides hold & curl definition while maintaining moisture balance

Hair treatments
Delivers intensive repair & protection for damaged hair

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Thank you

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Skin **care** | Bath & **shower** | Hair **care**



BACK UP SLIDES

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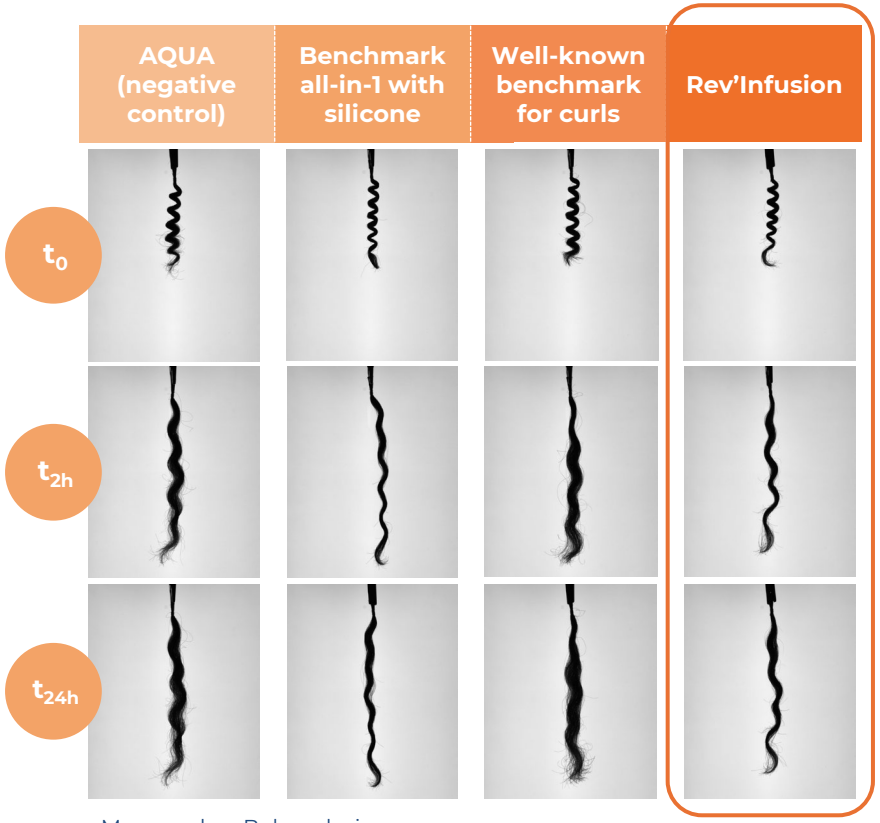
CURL BENEFIT ON REV'INFUSION FORMULA

With just 2% of NATURSOL™ EMI REV, the industry's top benchmarks are matched, even outperforming a renowned prestige brand.

Thanks to our innovative technology, curls are beautifully defined and long-lasting.



Measured on Bolero device
Leave-in products (0,2g/g hair) were evaluated using natural textured hair tresses (Walker Type 3).
Hair tresses were dried and then placed into a climatic enclosure at 25°C and 80% humidity.
Observation photos were taken at t_0, t_{2h} and t_{24h}.

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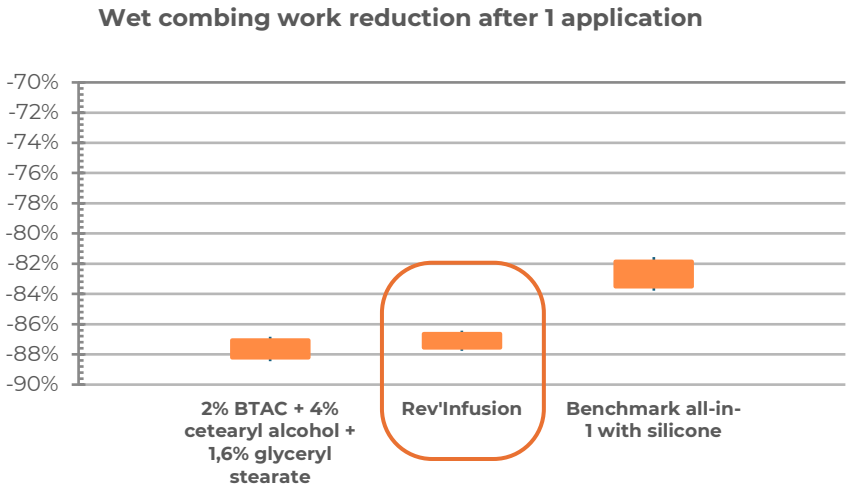
COMBING BENEFIT ON REV'INFUSION FORMULA



Rev'Infusion formula with only 2% NATURSOL™ EMI Rev provides combing performance similar to 2% BTAC combined with fatty alcohols, as well as a benchmark containing silicone.

Measured on Dia-stron device
Leave-in products (0,15g/g hair) were evaluated using natural caucasian bleached hair tresses.
Measurements were taken before and after application of leave-in products. The percentage of variation of combing work is calculated.

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STRAIGHTENING BENEFIT ON REV'INFUSION FORMULA

At T=0, all the hair tresses looked similar, but the Rev'Infusion formula appeared to control flyaways effectively.

Results at T=4h and T=24h demonstrated that only the Rev'Infusion formula maintained hair straightening under climatic conditions of 25°C and 80% humidity.

After 24 hours, the minimalist formulation outperformed conventional leave-in products.

NATURSOL™ EMI REV allows for the development of minimalist formulations while ensuring excellent non-permanent straightening results.



Measured on Bolero device
Volume reduction @80% HR and 25°C
Natural textured hair (Walker 3)
Application 0,15g product/g hair
Hair dryer and flat iron (5 times at 230°C)

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BENCHMARK for Hydration



MORROCANOIL, Leave-in

HOT PROCESS

- Hydration
- Softness
- Detangling
- Thermoprotection

WATER
CETEARYL ALCOHOL
PROPANEDIOL
CETYL ALCOHOL
ARGANIA SPINOSA (ARGAN) KERNEL OIL
HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL
HORDEUM VULGARE SEED EXTRACT
PARFUM/FRAGRANCE
HYDROLYZED RICE PROTEIN
HYDROLYZED QUINOA
WHEAT AMINO ACIDS
SOY AMINO ACIDS
CITRIC ACID
GLUCOSE
GLYCERIN
DIMETHICONE
CAPRYLIC/CAPRIC TRIGLYCERID
BEHENTRIMONIUM METHOSULFATE
STEARAMINE OXIDE
OLEALKONIUM CHLORIDE
BEHENTRIMONIUM CHLORIDE
AMODIMETHICONE
ISOPROPYL ALCOHOL
CAPRYLIC/CAPRIC GLYCERIDES
POLYGLYCERYL-10 ESTERS
XYLITYLGLUCOSIDE
GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE
ANHYDROXYLITOL
GLYCERYL STEARATE SE
CINNAMIDOPROPYLTRIMONIUM CHLORIDE
XYLITOL
TRIDECETH-12
POLYQUATERNIUM-7
POLYQUATERNIUM-11
C12-13 PARETH-9
CETRIMONIUM CHLORIDE
ARGININE HCL
SERINE
THREONINE
ALGIN
CHITOSAN
POTASSIUM SORBATE SODIUM BENZOATE
BENZYL ALCOHOL, PHENOXYETHANOL.

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Thermal protection @230°C

Brazilian benchmark



BOTICARIO MATCH
Leave-in Reconstructor proteçao térmica

Water, Dimethicone, Propylene Glycol, Hydroxypropyl Diamido Phosphate, Fragrance, Phenyl Trimethicone, Bis-Cetearamido Dimethicone, Polyacrylamide, Sunflower Oil, Polyethylene Glycol/Polypropylene Glycol-17/18 Dimethicone, Xanthan Gum, **Cetearyl Alcohol**, Hydroxypropyltrimonium Guar Chloride, Caprylyl Glycol, Isoparaffin C13-14, Benzyl Alcohol, Glycerol, Dimethicone Crosspolymer, **Methosulfate Behentrimonium**, Panthenol, Tocopheryl Acetate, Lauromacrogol 400, Cetomacrogol 1000, Lactic Acid, Phenoxyethanol, Hydrolyzed Ceratonia Siliqua Seed Extract, Sodium Pidolate, Sodium Lactate, Starch, Sodium Hydroxide, Octinoxate, Arginine, Triticum Vulgare Protein, Hydrolyzed Corn Protein, Hydrolyzed Soy Protein, Hydrolyzed Wheat Protein, Aspartic Acid, Pidolic Acid, Glycolic Acid, Polyquaternium-16, Glycine, Alanine, Potassium Sorbate, Sodium Benzoate, Serine, Gluconolactone, Valine, Proline, Threonine, Phenylethyl Alcohol, 1,2-Hexanediol, Histidine, Isoleucine, Phenylalanine, Polyquaternium-7, Benzoic Acid, Calcium Gluconate, Butylated HydroxyToluene, Alpha-Isomethyl Ionone, Benzyl Salicylate, Citronellol, Coumarin, Geraniol, Hexyl Cinnamal, Limonene, Linalool.

More than 50 ingredients !

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VIRGIN CURLY TYPE III Benchmarks tested for curl definition



L'Oréal Curl Expression = Premium Benchmark

Professional caring water mist

- **Moisturizing to hair**
- **Definition of curls (6 times more*)**
- **Anti-frizz (48h*)**
- **Silicone-free**
- **Sulfate-free**
- **Alcohol-free**

AQUA
GLYCERIN
GLUCOSE
SORBITOL
PEG-60 HYDROGENATED CASTOR OIL
PHENOXYETHANOL
SODIUM HYDROXIDE
CAPRYLYL GLYCOL
PECTIN
CARRAGEENAN
SUCROSE
HYDROXYETHYL UREA
LIMONENE
BENZYL SALICYLATE
BENZYL ALCOHOL
HIBISCUS ESCULENTUS SEED EXTRACT
COCOS NUCIFERA FRUIT EXTRACT /
COCONUT FRUIT EXTRACT
XANTHAN GUM
POTASSIUM SORBATE
FRAGRANCE (F.I.L. N288403/1)

Instrumental test by the brand

AQUA
ALCOHOL DENAT.
FRAGRANCE
HYDROLYZED SILK
CHONDRUS CRISPUS (CARRAGEENAN) EXTRACT
ASCOPHYLLUM NODOSUM EXTRACT
PALMARIA PALMATA EXTRACT
LAMINARIA SACCHARINA EXTRACT
UNDARIA PINNATIFIDA EXTRACT
GLYCERIN
SODIUM LEVULINATE
SODIUM BENZOATE
BUTYLENE GLYCOL
LACTIC ACID
HYDROXYPROPYL GUAR
HYDROXYPROPYLTRIMONIUM CHLORIDE
POTASSIUM HYDROXIDE
TETRASODIUM GLUTAMATE DIACETATE

Patrice MULATO = French hair salon Benchmark

Professional caring water mist

- **Moisturizing to hair**
- **Redraw and softens curls**
- **Restore shine**
- **97% d'ingrédients d'origine naturelle**
- **Paraben-free**
- **Silicone-free**
- **PEG-free**



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