



GUIDED FORMULATION



GUIDED FORMULATION



Skincare

TONER SERUM	NH 336, SOL 40
NOURISHING MOISTURISER	PC 309, PCA GO, OE 231
VELVET MICELLAR WATER	SOL 40
CLEANSING BALM	PC 309, CO 204, DPHS 30, PEIS 405
SOOTHING CLEANSING OIL	PC 309, IL 208, PEIS 405, DD-PI 10
GLASS SKIN AMPOULE (DD70)	IL 208, CO 204, DD 70, CGE 613
GLASS SKIN AMPOULE	IL 208, CO 204, DD-PI 10, CGE 613
TONE UP CREAM WITH SPF	IL 208, PC 333, FORTIS PE 9010



Hair care

TAME YOUR MANE	GH 236
SILICONE-FREE SHAMPOO	PCA GO, IL 208
SILICONE-FREE CONDITIONER	OW 801, EVL 611
MOISTURISING HAIR MASK	OE 231, GH 236, PCA GO, EVL 611



Mom & baby care

MASSAGE OIL	OE 231
BABY LOTION WITH SPF	OW 801, GH 236, OE 231
NAPPY CREAM	OE 231, IL 208, WO 10, AM 8
HEAD TO TOE WASH	SOL 40, GO 218, EVL 611
HYDRATING BODY LOTION	PC 333, PCA GO
NURSING BALM	DD-PI 10
NURSING BALM (DD-PI 16)	DD-PI 16



Sun care

SUNSCREEN STICK	CC 224, BA 335, PC 333
UV SHIELD SUNSCREEN	WO 802, BA 335, PC 333
RADIANT SUNSCREEN SPRAY	IL 208, NH 336, GH 236, DD 70



Colour cosmetic

LIQUID FOUNDATION	IL 208, GH 236, PGIS 23, DD-PI 10
LIGHT FEEL BB CREAM	CC 224, IL 208, OE 231
COLOURFUL LIPSTICK	BC 237, DD 20, DD 70, OE 231
COLOUR CRUSH TINTED LIP BALM	DD-PI 10, II 401
LIP OIL	DD-PI 16, PI 301, BC 337
BB CUSHION SPF 50	IL 208, CC 224, WO 10, PP 217



Men care

BEARD BALM	NH 336
BEARD OIL	BC 237
AFTER SHAVE	BC 237



Pet care

CRACKED PAW CREAM	DD-PI 22
-------------------	----------



Skin Care

Tone UP Cream SPF 30 PA +++



Innovation Concept

A brightening cream with sun protection that evens skin tone, enhances radiance, and shields against UV damage.



Highlighted Ingredients

Reflez PC 333 is an alternative to silicone and fast spreading

Naturaz IL 208 gives light feeling to the skin and have good UV filter solubility. It also alternatives to D5 silicones.

Reflez OW 804 stable emulsion even at high percentage of oil

Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly



Product Properties

Appearance: White opaque cream

Viscosity: 91 700 mPa.s

(Spindle 5: Speed 10)

pH: 6.75

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	40.9	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Titanium Dioxide, Water, Oleth-10, Silica	UV Filter	5	
	Glycerine	Humectant	5	
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Thickener	2	
B	Propylheptyl Caprylate	Emollient	5	Reflez PC 333
	Isoamyl Laurate	UV solubiliser	8	Naturaz IL 208
	Zinc Oxide, Coco-caprylate/caprates	UV Filter	25	
	Glyceryl Stearate, Cetearyl Alcohol, Stearic Acid, Sodium Lauroyl Glutamate	Emulsifier	8	Reflez OW 804
C	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Parfum	Parfum	0.2	
Procedure: Premix Glycerine and Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer in main beaker, then add all PHASE A in order. Heat up to 75°C-80°C under mixing and mix until gel form. In separate beaker, add PHASE B one by one and heat up to 75°C-80°C. Add PHASE B into PHASE A under homogenizing and homogenize for 10 minutes. Proceed cooling under stirrer until temperature of bulk 40°C and below, add PHASE C one by one into bulk. Adjust pH if needed (pH:6.5-7.5).				

Toner Serum



Innovation Concept

Toner serum gives you the hydration of a toner and the power of a serum — all in one lightweight step



Highlighted Ingredients

Reflez SOL 46 is a natural solubiliser for essential oils, fragrances and polar emollients.

Feelz BC 337 is an emollient with high dispersant properties, nice skin feel and spreadability

Nature Guard CGE 613 is a preservative which gives low irritation to skin and mucous membrane, and excellent bacteriostatic effect



Product Properties

Appearance: Yellowish gel

Viscosity: 21 700 mPa.s

(Spindle 5: Speed 10)

pH: 5.50

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	63.6	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Allantoin	Soothing agent	1	
	Glycerine	Humectant	3	
	Propylene Glycol	Humectant	8	
	Ammonium Polytopylene Acyl Dimethyl Taurine	Thickener	0.4	
B	Polyglyceryl-4 Caprylate, Polyglyceryl-6 Caprylate	Solubiliser	5	Reflez SOL 46
	Butylene Glycol Dicaprylate/Dicaprate	Emollient	5	Feelz BC 337
C	Centella Asiatica Extract	Reduces inflammation and redness	1	
	Aqua	Solvent	10	
D	Caprylhydroxamic acid, Glyceryl Caprylate, Ethylhexylglycerin, 1,2-Hexanediol	Preservative	0.6	Nature Guard CGE 613
	Hamamelis Virginiana (Witch Hazel) Extract	Astringent	2	
	Parfum	Parfum	0.3	
Procedure: Premix Glycerin, Propylene Glycol and Ammonium Polypropylene Acyl Dimetyl Taurine in main beaker then add others in PHASE A in order. Mix well until gel form. In separate beaker, premix PHASE B and add into PHASE A. Mix well. Premix PHASE C, then add in bulk. Mix well until homogenous. Add PHASE D one by one into bulk. Mix well until homogenous. Check pH (5-6). Adjust pH if needed.				

Nourishing Moisturiser



Innovation Concept

A daily essential that delivers long-lasting hydration and skin comfort.



Highlighted Ingredients

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Feelz PC 309 is gives a pleasant skin feel

Reflez PCA GO is act as a conditioning agent for skin and hair

Fortis PE 9010 is an effiecient antibacterial ability, green and environmental friendly.



Product Properties

Appearance: Opaque Gel Cream

Viscosity: 26 000 mPa.s

(Spindle 6, Speed 10)

pH: 5.45

Guided Fomulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	77.4	
	Glycerin	Humectant	3	
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Thickener	2	
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Emulsifier	0.5	
	Allantoin	Soothing Agent	0.1	
B	Oleyl Erucate	Emollient	5	Naturaz OE 231
	Propylene Glycol Dicaprylate/Dicaprate	Emollient	8	Feelz PC 309
	PCA Glyceryl Oleate	Conditioning Agent	2	Reflez PCA GO
C	Phenoxyethanol, Ethylhexylglycerin	Preservative	1	Fortis PE 9010
	Alpha Tocopheryl Acetate	Antioxidant	0.8	
	Parfum	Parfum	0.2	
Procedure: Premix Glycerin, Ammonium Polypropylene Acyl Dimetyl TaurineHydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer and Acrylates/C10-30 Alkyl Acrylate Crosspolymer in main beaker then add others in PHASE A in order. Mix well until gel form. Make sure no fish eye. In separate beaker, premix PHASE B and add into PHASE A. Mix well. Add PHASE C one by one into bulk. Mix well untill homogenous. Check pH (5-6). Adjust pH if needed.				

Glass Skin Ampoule

DD PI 10



Innovation Concept

This fast-absorbing ampoule penetrates deeply to hydrate, revitalize, and restore the skin, leaving the complexion radiant, smooth, and refreshed.

Highlighted Ingredients

Reflez DPHS 30 is a W/O emulsifier which give light skin feel

Feelz PP 217 is W/O emulsifier and is suitable for cold process

Reflez DDPI 10 is acts as a protective layer on the skin and gives glass skin effect

Naturaz IL 208 is an emollient gives light feeling to skin and alternatives to D5 silicone

Feelz CO 204 is a medium spreadability emollient

Nature Guard CGE 613 is a preservative which gives low irritation to skin and mucous membrane, and excellent bacteriostatic effect.

Product Properties

Appearance: Opaque White Emulsion

Viscosity: 16 000 mPa.s

(Spindle 4, Speed 10)

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	53.9	
	Glycerin	Humectant	4	
	Propylene Glycol	Humectant	10	
	Sodium Chloride	Stabiliser	0.3	
B	PEG-30 Dipolyhydroxystearate	W/O Emulsifier	3	Reflez DPHS 30
	Polyglyceryl-3 Polyricinoleate	W/O Emulsifier	2	Feelz PP 217
	Phytosteryl Isostearyl Dimer Dilinoleate	Glossy agent	4	Reflez DDPI 10
	Isoamyl Laurate	Emollient	13	Naturaz IL 208
	Cetyl Ethylhexanoate	Emollient	8	Feelz CO 204
	Persea Gratissima (Avocado) Oil	Moisturising Agent	0.4	
	Prunus Amygdalus Dulcis (Sweet Almond) Oil	Moisturising Agent	0.5	
C	Caprylhydroxamic Acid, Glyceryl Caprylate, Ethylhexylglycerine, 1,2-Hexanediol	Preservative	0.6	Nature Guard CGE 613
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Premix PHASE B in main beaker. Heat up PHASE B to 80°C in water bath. Add PHASE A slowly into PHASE B under stirring. Mix well until all homogeneous. Add PHASE C one by one into bulk. Mix well until all homogeneous.				

Glass Skin Ampoule DD 70



Innovation Concept

This fast-absorbing ampoule penetrates deeply to hydrate, revitalize, and restore the skin, leaving the complexion radiant, smooth, and refreshed.

Highlighted Ingredients

Reflez DPHS 30 is a W/O emulsifier which give light skin feel

Feelz PP 217 is W/O emulsifier and is suitable for cold process

Reflez DD 70 is acts as a protective layer on the skin and gives glass skin effect

Naturaz IL 208 is an emollient gives light feeling to skin and alternatives to D5 silicone

Feelz CO 204 is a medium spreadability emollient

Nature Guard CGE 613 is a preservative which gives low irritation to skin and mucous membrane, and excellent bacteriostatic effect.

Product Properties

Appearance: Opaque White Emulsion

Viscosity: 14 000 mPa.s

(Spindle 4, Speed 10)

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	53.9	
	Glycerin	Humectant	4	
	Propylene Glycol	Humectant	10	
	Sodium Chloride	Stabiliser	0.3	
B	PEG-30 Dipolyhydroxystearate	W/O Emulsifier	3	Reflez DPHS 30
	Polyglyceryl-3 Polyricinoleate	W/O Emulsifier	2	Feelz PP 217
	Dimer Dilinoleyl Dimer Dilinoleate	Glossy agent	4	Reflez DD 70
	Isoamyl Laurate	Emollient	13	Naturaz IL 208
	Cetyl Ethylhexanoate	Emollient	8	Feelz CO 204
	Persea Gratissima (Avocado) Oil	Moisturising Agent	0.4	
	Prunus Amygdalus Dulcis (Sweet Almond) Oil	Moisturising Agent	0.5	
C	Caprylhydroxamic Acid, Glyceryl Caprylate, Ethylhexylglycerine, 1,2-Hexanediol	Preservative	0.6	Nature Guard CGE 613
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Premix PHASE B in main beaker. Heat up PHASE B to 80°C in water bath. Add PHASE A slowly into PHASE B under stirring. Mix well until all homogeneous. Add PHASE C one by one into bulk. Mix well until all homogeneous.				

Velvet Micellar Water



Innovation Concept

A gentle all-in-one cleanser powered by micelle technology to effectively lift away makeup, dirt, and impurities without harsh rubbing.

Highlighted Ingredients

Reflez SOL 40 works as a solubiliser and co emulsifier for O/W emulsion.

Fortis PE 9010 is an efficient antibacterial agent, green and environmentally friendly.

Product Properties

Appearance: Clear Liquid
pH: 6.87

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	86	
	Butylene Glycol	Humectant	2	
	Xanthan Gum	Thickener	0.1	
	Polyglyceryl-4 Caprate	Solubiliser	10	Reflez SOL 40
	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Panthenol	Soothing and skin barrier properties	0.1	
	Parfum	Parfum	1	
Procedure: Premix Butylene Glycol and Xanthan Gum, add Water and stir until no fish eye and viscosity build up. Add the rest of PHASE A one by one into bulk. Mix well. Adjust pH if needed (pH:5.0-7.0)				

Cleansing Balm



Innovation Concept

A luxurious balm-to-oil cleanser that effortlessly dissolves makeup, sunscreen, and daily impurities while nourishing the skin.

Highlighted Ingredients

Feelz PC 309 gives a pleasant skin feel and it is stable to oxidation.

Feelz CO 204 is medium spreading emollient.

Feelz PEIS 405 is a non-ionic surfactant that provides excellent makeup removing effect and function as self-emulsifier to form soap when water is presence .

Product Properties

Appearance: White Opaque Balm

Guided Fomulation

Phase	Ingredients	Function	%	Trade Name
A	Microcrystalline wax	Binder	4	
	Synthetic Wax	Binder	3.1	
	Helianthus Annuus Seed Oil	Moisturising agent	20	
	Propylene Glycol Dicaprylate/Dicaprate	Emollient	31.9	Feelz PC 309
	Cethyl Ethylhexanoate	Emollient	26	Feelz CO 204
	PEG-20 Glyceryl Triisostearate	Makeup remover agent	14	Feelz PEIS 405
B	Alpha Tocopheryl Acetate	Antioxidant	0.5	
	Parfum	Parfum	0.5	

Procedure: Combine Phase A in order and heat to 90°C and mix until melt, homogenous and clear. Remove from heat and allow to cool to 60-70°C . Add Phase B one by one into bulk mix until homogenous. Pour into container.

Soothing Cleansing Oil



Innovation Concept

A gentle yet powerful cleanser that melts away makeup, sunscreen, and impurities without stripping the skin.

Highlighted Ingredients

Feelz PC 309 gives a pleasant skin feel and it is stable to oxidation.

Naturaz IL 208 is an emollient gives light feeling

Reflez DD PI-10 Acts as a protective layer on the skin and gives glass skin effect

Naturaz GI 202 is a low spreading emollient

Feelz PEIS 405 is a non-ionic surfactant that provides excellent makeup removing effect and function as self-emulsifier to form soap when water is presence.

Product Properties

Appearance: Clear Liquid

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Propylene Glycol Dicaprylate/Dicaprate	Emollient	60	<i>Feelz PC 309</i>
	Isoamyl Laurate	Emollient	24.4	<i>Naturaz IL 208</i>
	Phytosteryl Isostearyl Dimer Dilinoleate	Protective Agent	1	<i>Reflez DD PI-10</i>
	Triisostearin	Emollient	2	<i>Naturaz GI 202</i>
	PEG-20 Glyceryl Triisostearate	Makeup remover agent	12	<i>Feelz PEIS 405</i>
	Parfum	Parfum	0.6	
Procedure: Combine PHASE A in order and mix until homogenous.				



Hair Care

Tame Your Mane



Innovation Concept

A daily shield that makes your hair look better and feel smoother, while protecting it from styling damage.

Highlighted Ingredients

Reflez NH 336 is a non greasy and fast spreading emollient. It leaves a dry and velvety after feel. It is a silicone alternative as it evaporates from the skin rather than being absorbed into skin.

Naturaz CC 224 is a medium polar oil, fast spreading emollient that leaves a light feel.

Product Properties

Appearance: Clear Liquid

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Neopentyl Glycol Diheptanoate	Emollient	72	Reflez NH 336
	Coco-Caprylate/Caprate	Emollient	24.4	Naturaz CC 224
	Caprylic/Capric Triglycerides, Hydrogenated Poly (C6-20 Olefin), HDI/Trimethylol Hexylactone Crosspolymer	Rheology Modifier	1	
	Alpha Tocopheryl Acetate	Antioxidant	2	
B	Parfum	Parfum	0.6	
Procedure: Premix PHASE A in order. Homogenize it until all dissolve. Add PHASE B in PHASE A under stirring. Mix well.				

Silicone Free Shampoo



Innovation Concept

A refreshing cleanser that leaves hair feeling clean, healthy, and revitalized.

Highlighted Ingredients

Feelz SL 316 works as O/W emulsifier emulsion

Reflez PCA GO acts as a conditioning agent for skin and hair

Naturaz IL 208 gives a light feeling to the skin and alternative to D5 silicones

Nature Guard EVL 611 is natural preservative, broad antimicrobial spectrum and regulate scalp inflammation

Product Properties

Appearance : Transparent yellowish liquid

Viscosity: 9 280 mPa.s

(Spindle:5, Speed: 10)

pH: 6.5

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	67.1	
	PEG-150 Distearate	Thickener	2	
	Sodium Cocoyl Glycinate	Surfactant	11	
	Cocamidopropyl Betaine	Surfactant	10	
	Decyl Glucoside	Surfactant	4.5	
B	Polysorbate 20	Solubiliser	2	Feelz SL 316
	PCA Glyceryl Oleate	Conditioning Agent	0.5	Reflez PCA GO
	Isoamyl Laurate	Emollient	1.5	Naturaz IL 208
C	Citrus Limon Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract	Preservative	1	Nature Guard EVL 611
	Parfum	Parfum	0.4	
Procedure: Heat aqua up to 70°C and add the remaining ingredients in PHASE A and stir until homogeneous. Cool the mixture to room temperature . Premix ingredients in PHASE B in separate beaker. Then, add PHASE B into PHASE A, mix until all homogeneous. Add PHASE C one by one into bulk, mix well until homogeneous. Adjust pH if necessary. (pH:6.3-7.0)				

Silicone Free Conditioner



Innovation Concept

A nourishing formula that leaves hair silky, smooth, and manageable.

Highlighted Ingredients

Reflez OW 801 acts as a self-emulsifying O/W emulsifier. It provides smooth and light feel with excellent spreadability

Reflez PCA GO acts as a conditioning agent for skin and hair

Nature Guard EVL 611 is natural preservative, broad antimicrobial spectrum and regulate scalp inflammation

Product Properties

Appearance : White Opaque Cream

Viscosity: 62 100 mPa.s

(Spindle:6, Speed: 10)

pH: 4.69

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	78.7	
	Disodium EDTA	Chelating Agent	0.1	
	Glycerine	Humectant	3	
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Emulsifier	0.2	
B	Sorbitan Oliviate, Cetearyl Glucoside, Cetearyl Alcohol	Emulsifier	7	Reflez OW 801
	PCA Glyceryl Oleate	Conditioning Agent	0.7	Reflez PCA GO
	Behentrimonium Chloride	Conditioning Agent	2	
	Cetearyl Alcohol	Consistency Agent	4	
C	Aqua	Solvent	2	
	Panthenol	Moisturising Agent	0.5	
D	Citrus Limon Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract	Preservative	1	Nature Guard EVL 611
	Parfum	Parfum	0.8	
Procedure: Combine PHASE A and PHASE B in separate beaker and heat up to 80°C. Add PHASE B into PHASE A under homogenizing for 10 minutes. Proceed cooling to 40°C. Premix PHASE C and add into bulk. Mix well. Add PHASE D one by one into bulk. Mix well. Adjust pH if necessary. (pH: 4.0-5.0)				

Moisturising Hair Mask



Innovation Concept

An intensive treatment that delivers deep nourishment and repair for dry, damaged, or stressed hair.

Highlighted Ingredients

Naturaz GS 210 is a O/W emulsifier.

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Naturaz GH 236 is light spreading emollient

Reflez PCA GO acts as a conditioning agent for skin and hair

NatureGuard EVL 611 is natural preservative, broad antimicrobial spectrum and regulate scalp inflammation

Product Properties

Appearance : White Opaque Cream

Viscosity: 80 900 mPa.s

(Spindle:6, Speed: 10)

pH: 4.8

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	70.25	
	Glycerine	Humectant	3	
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Thickener	0.75	
B	Glyceryl Stearate 40	Emulsifier	4	Naturaz GS 210
	Oleyl Erucate	Emollient	3	Naturaz OE 231
	Triheptanoin	Emollient	3	Naturaz GH 236
	PCA Glyceryl Oleate	Conditioning Agent	0.7	Reflez PCA GO
	Cetearyl Alcohol	Consistency Agent	7	
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	2	
	Argania Spinosa Kernel Oil	Moisturising Agent	1	
C	Ricinus Communis Seed Oil	Moisturising Agent	1	
D	Aqua	Solvent	2	
	Panthenol	Moisturising Agent	0.5	
D	Citrus Limon Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract	Preservative	1	Nature Guard EVL 611
	Parfum	Parfum	0.8	
Procedure: Combine PHASE A and PHASE B in separate beaker and heat up to 80°C. Add PHASE B into PHASE A under homogenizing for 10 minutes. Proceed cooling to 40°C. Premix PHASE C and add into bulk. Mix well. Add PHASE D one by one into bulk. Mix well. Adjust pH if necessary. (pH: 4.0-5.0)				



Mom & Baby Care

Baby Lotion



Innovation Concept

A gentle daily lotion that nourishes delicate skin while providing soft, safe protection for babies.

Highlighted Ingredients

Reflez OW 801 acts as a self-emulsifying O/W emulsifier. It provides smooth and light feel with excellent spreadability

Naturaz GS 210 is a O/W emulsifier.

Naturaz GH 236 is light spreading emollient

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Nature Guard EVH 612 is natural preservative, broad antimicrobial spectrum, mild and low irritation

Product Properties

Appearance : White Opaque Cream

Viscosity: 32 100 mPa.s

(Spindle:5, Speed: 10)

pH:5.46

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	84.65	
	Tetrasodium EDTA	Chelating Agent	0.05	
	Allantoin	Soothing Agent	0.1	
	Glycerine	Humectant	2	
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Thickener	0.5	
B	Sorbitan Olivatate, Cetearyl Glucoside, Cetearyl Alcohol	Emulsifier	3	Reflez OW 801
	Glyceryl Stearate 40	Emulsifier	1	Naturaz GS 210
	Triheptanoin	Emollient	5	Naturaz GH 236
	Oleyl Erucate	Emollient	2.5	Naturaz OE 231
C	Peonia Suffruticosa Root Bark Extract, Eugenia Caryophyllus (Clove) Bud Extract, Chamaecyparis Obtusa Leaf Extract, Illicium Verum (Anise) Fruit Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract, Ethylhexylglycerol, Butylene Glycol	Preservative	0.9	Nature Guard EVH 612
	Parfum	Parfum	0.8	

Procedure: Combine PHASE A and PHASE B in separate beaker and heat up to 80°C. Add PHASE B into PHASE A under homogenizing for 10 minutes. Proceed cooling to 40°C. Add PHASE C one by one into bulk. Mix well. Adjust pH if necessary. (pH: 5.0-7.0)

Head To Toes Wash



Innovation Concept

A gentle cleanser specially formulated for baby's delicate skin and fine hair. This mild wash creates a soft lather that cleanses without drying, leaving skin and scalp feeling fresh, soft, and nourished.

Highlighted Ingredients

Reflez SOL 40 is works as a solubiliser and co emulsifier for O/W emulsion.

Naturaz GO 218 act as refatting agent that helps replenish skin

NatureGuard EVL 611 is natural preservative, broad antimicrobial spectrum and regulate scalp inflammation

Product Properties

Appearance : Clear yellowish liquid.

Viscosity: 5 100 mPa.s

(Spindle:4, Speed: 10)

pH:5.30

Guided Fomulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	67.76	
	Glycerin	Humectant	1	
	Cocamidopropyl Betaine	Surfactant	18	
	Coco-Glucoside	Surfactant	8	
	Polyquaternium 7	Conditioning Agent	1	
	Citric Acid	pH adjuster	0.24	
B	Polyglyceryl-4 Caprate	Emulsifier	2	Reflez SOL 40
	Glyceryl Oleate	Emulsifier	0.5	Naturaz GO 218
C	Citrus Limon Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract	Preservative	0.5	NatureGuard EVL 611
	Parfum	Parfum	1	
Procedure: Combine PHASE A in main beaker and mix well until homogeneous. Premix PHASE B. Add into PHASE A, mix well until all homogeneous. Add PHASE C one by one into bulk. Mix well. Adjust pH if necessary. (pH: 5.0-7.0)				

Nappy Cream



Innovation Concept

A protective cream designed to soothe, nourish, and shield baby's delicate skin in the diaper area

Highlighted Ingredients

Reflez WO 10 is a cold process W/O emulsifier

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Naturaz IL 208 gives a light feeling to the skin and alternative to D5 silicones

Reflez AM 8 acts as antimicrobial booster

Product Properties

Appearance : Opaque white emulsion

Viscosity: 12 960 mPa.s

(Spindle:6, Speed: 10)

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	61.7	
	Glycerin	Humectant	3	
	Hydroxyethyl Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	Thickener	2	
	Sodium Chloride	Stabilizer	1.5	
B	Polyglyceryl-3 Polyricinoleate, Sorbitan Isostearate	Emulsifier	6	Reflez WO 10
	Oleyl Erucate	Emollient	9	Naturaz OE 231
	Isoamyl Laurate	Emollient	5	Naturaz IL 208
	Prunus Amygdalus Dulcis	Moisturising Agent	1	
	Zinc Oxide	Protectant Agent	10	
	Glyceryl Caprylate	Antimicrobial Booster	0.5	Reflez AM 8
	Lavandula Angustifolia (Lavender) Oil	Essential Oil	0.3	
Procedure: Premix PHASE A. Stir until gel formed. Premix PHASE B. Add PHASE A into PHASE B slowly and until all homogeneous.				

Massage Oil



Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Oleyl Erucate	Emulsifier	93.5	Naturaz OE 231
	Helianthus Annuss Seed Oil	Emollient	5	
	Alpha Tocopheryl Acetate	Antioxidant	0.5	
	Parfum	Parfum	1	
Procedure: Add PHASE A one by one in main beaker. Mix well until all homogenous.				

Innovation Concept

Massage oil is a blend oils specially formulated to provide slip, glide, and skin conditioning during massage. It reduces friction between the hands and skin, allowing for smoother movements and deeper relaxation.

Highlighted Ingredients

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Product Properties

Appearance :Yellowish Liquid

Nursing Balm DD-PI 10



Innovation Concept

A soothing, protective balm specially formulated for nursing mothers. Enriched with oil, it helps relieve dryness, calm discomfort, and maintain skin's softness and elasticity.

Highlighted Ingredients

Reflez DDPI 10 acts as lanolin oil substitute with high water holding capacity

Product Properties

Appearance :Yellowish Balm

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Phytosteryl Isostearyl Dimer Dilinoleate	Lanolin Substitute	85.7	Reflez DDPI 10
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	5	
	Cera Alba	Binder	6	
	Euphorbia Cerifera Cera	Binder	3	
B	Citrus Aurantium Dulcis (Orange) Peel Oil	Essential Oil	0.3	
Procedure: Add PHASE A one by one in main beaker. Heat up to 80°C. Mix well until all melted and add PHASE B. Mix well.				

Nursing Balm DD-PI 16



Innovation Concept

A soothing, protective balm specially formulated for nursing mothers. Enriched with oil, it helps relieve dryness, calm discomfort, and maintain skin's softness and elasticity.



Highlighted Ingredients

Reflez DDPI 16 is high water holding capability.



Product Properties

Appearance :Yellowish Balm

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Phytosteryl/Isostearyl/Cetyl/Stearyl/Behenyl Dimer Dilinoleate	High water holding capability	85.7	Reflez DD-PI 16
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	5	
	Cera Alba	Binder	6	
	Euphorbia Cerifera Cera	Binder	3	
B	Citrus Aurantium Dulcis (Orange) Peel Oil	Essential Oil	0.3	
Procedure: Add PHASE A one by one in main beaker. Heat up to 80°C. Mix well until all melted and add PHASE B. Mix well.				

Hydrating Body Lotion



Innovation Concept
Replenishes moisture and prevents dryness. Absorbs quickly without greasy residue

Highlighted Ingredients
Reflez OW 801 acts as a self-emulsifying O/W emulsifier. It provides smooth and light feel with excellent spreadability
Reflez PC 333 is an alternative to silicone and is fast spreading, happy emollient
Reflez PCA GO acts as a conditioning agent for skin and hair
Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly.

Product Properties
Appearance : Opaque Blue Body Lotion
Viscosity: 105 700 mPa.s
(Spindle:6, Speed: 10)
pH:5.68

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	77.24	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Glycerine	Humectant	3	
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Emulsifier	1.2	
B	Sorbitan Olivat, Cetearyl Glucoside, Cetearyl Alcohol	Emulsifier	5	Reflez OW 801
	Propylheptyl Caprylate	Emollient	6	Reflez PC 333
	PCA Glyceryl Oleate	Conditioning Agent	2	Reflez PCA GO
	Cetearyl Alcohol	Consistency Agent	4	
C	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Parfum	Parfum	0.3	
	CI 14720 (0.03% Solution)	Colorant	0.36	
Procedure: Combine PHASE A and PHASE B in separate beaker and heat up to 80°C. Add PHASE B into PHASE A under homogenizing for 10 minutes. Proceed cooling to 40°C.Add PHASE C one by one into bulk. Mix well. Adjust pH if necessary. (pH: 5.0-7.0)				



Sun Care

UV Shield Sunscreen SPF 30 PA ++



Innovation Concept

This UV shield sunscreen offers protection, skincare benefits and hydration in one.

Highlighted Ingredients

Reflez WO 802 acts as an W/O emulsifier. It creates a smooth, creamy texture and helps in stabilizing the formulation.

Feelz BA 335 promotes a fast spreading emollient and possesses excellent solubilizing capacities for UV filters

Reflez PC 333 is an alternative to silicone and is fast spreading, happy emollient

Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly

Product Properties

Appearance: Opaque cream

Viscosity: 47 900 mPa.s

(Spindle 6, Speed:10)

pH: 6.35

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	35.8	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Glycerine	Humectant	3	
	Sodium Chloride	Stabiliser	2	
B	Sorbitan Olivatate	Emulsifier	8	Reflez WO 802
	Dibutyl Adipate	UV Solubiliser	5	Feelz BA 335
	Propylheptyl Caprylate	Emollient	10	Reflez PC 333
	Zinc Oxide, Coco Caprylate/Caprate	UV Filter	25	
C	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Ethylhexyl Methoxycinnamate , Butyl Methoxydibenzoyl methane, Octocrylene	UV Filter	8	
	Aluminium Starch Octenylsuccinate	Sensory Modifier	2	
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Mix well until all dissolved. In main beaker, premix PHASE B. Heat up to 80°C in waterbath. Add PHASE A slowly into PHASE B under stirring. Proceed cooling under stirring until temperature of bulk 40°C and below, add PHASE C one by one. Mix well until all homogeneous. Check pH (6.0-7.0). Adjust pH if needed.				

Guided Formulation

Lightweight Sun Spray



Innovation Concept

A lightweight, fast-absorbing sunscreen spray designed for easy and even application. The fine mist provides broad-spectrum protection against UVA and UVB rays while leaving skin refreshed, non-sticky, and comfortable throughout the day.

Highlighted Ingredients

Naturaz GO 310 is medium spreading emollient.

Naturaz IL 208 gives a light feeling to the skin, alternative to D5 silicones and have good UV filter solubility.

Reflez DD 20 low spreading emollient, suitable for polyisobutene replacement and a good film former.

Product Properties

Appearance: Yellowish Liquid

Phase	Ingredients	Function	%	Trade Name
A	Triethylhexanoin	Emollient	33	Naturaz GO 310
	Isoamyl Laurate	UV Solubiliser	44.7	Naturaz IL 208
	Dimer Dilinoleyl Dimer Dilinoleate	Film Former	2	Reflez DD 20
	Octyl Methoxy Cinnamate	UV Filter	5	
	Diethylamino Hydroxybenzoyl Hexyl Benzoate	UV Filter	5	
	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	UV Filter	5	
	Prunus Amygdalus Dulcis (Sweet Almond) Oil	Moisturising Agent	4.5	
B	Alpha Tocopheryl Acetate	Antioxidant	0.5	
	Parfum	Parfum	0.3	

Procedure: Combine all PHASE A in order in a main beaker. Then heat up to 80°C. At temperature below 40°C add PHASE B into PHASE A. Stirr until mix well.

Sunscreen Stick SPF 50 PA +++



Innovation Concept

No mess, no white cast, no excuses — just swipe and go.

Highlighted Ingredients

Feelz BA 335 promotes a fast spreading emollient and possesses excellent solubizing capacities for UV filters

Reflez PC 333 is an alternative to silicone and is fast spreading, happy emollient

Naturaz CC 224 is fast spreading emollient and leaves a light feel to the skin.

Product Properties

Appearance: Yellowish Stick Balm

Guided Formulation

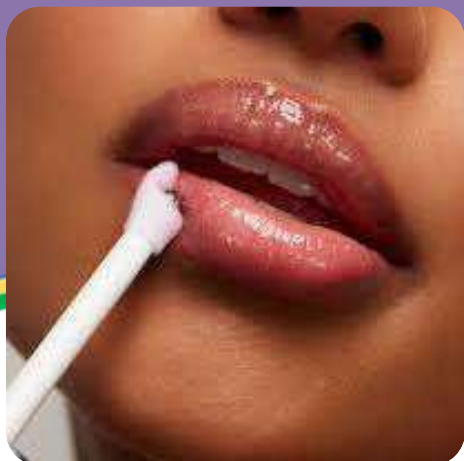
Phase	Ingredients	Function	%	Trade Name
A	Dibutyl Adipate	UV Solubiliser	17	<i>Feelz BA 335</i>
	Propylheptyl Caprylate	Emollient	8	<i>Reflez PC 333</i>
	Coco-Caprylate/Caprates	Emollient	14.3	<i>Naturaz CC 224</i>
	Diethylamino Hydroxybenzoyl Hexyl Benzoate	UV Filter	10	
	Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine	UV Filter	7.5	
	Ethylhexyl Triazone	UV Filter	5	
B	Synthetic Wax	Binder	14	
	Cera Alba	Binder	5	
	Butyrospermum Parkii Butter	Moisturising Agent	5	
C	Silica	Sensory Modifier	3	
	Aluminium Starch Octenylsuccinate	Sensory Modifier	10.2	
	Alpha Tocopheryl Acetate	Antioxidant	0.5	
	Parfum	Parfum	0.5	
Procedure: Premix PHASE A in main beaker and heat up to 80°C. Mix well until all dissolved. Add PHASE B one by one in PHASE A and continue heat. Mix well until all melted. Add PHASE C one by one into bulk. Mix well until homogeneous. Pour into mould.				



Colour Cosmetic

Guided Formulation

Lip Oil



Innovation Concept
A glossy treatment that combines the shine of a gloss with the nourishment of a balm.

Highlighted Ingredients

Reflez DD 20 low spreading emollient, suitable for polyisobutene replacement and a good film former.

Feelz PI 301 is a low spreading emollient and leaves nice gloss to the skin

Feelz BC 337 is an emollient have nice skin feel and spreadability

Reflez DD-DI 30 viscous emollient that acts as moisturising agent and gives rich feeling and good water holding capacity

Reflez PGIS 21 function as a dispersing agent, glossing and pigment wetting agent

Product Properties

Appearance: Yellowish Liquid

Phase	Ingredients	Function	%	Trade Name
A	Dimer Dilinoleyl Dimer Dilinoleate	Film Former	40	Reflez DD 20
	Pentaerythrityl Tetraistearate	Emollient	23.8	Feelz PI 301
	Butylene Glycol Dicaprylate/Dicaprate	Emollient	5	Feelz BC 337
	Dimer Dilinoleyl Diisostearate	Film former	20	Reflez DD-DI 30
	Alpha Tocopheryl Acetate	Antioxidant	1	
	Flavour	Flavour	0.1	
B	Polyglyceryl-2 Isostearate	Dispersant	10	Reflez PGIS 21
	CI 45410	Colorant	0.1	
Procedure: Premix PHASE A one by one in main beaker. Mix well until homogeneous. Premix PHASE B. Add into PHASE A. Mix well. Pour into container.				

Light Feel BB Cream



Innovation Concept

Smooths uneven tone and blurs imperfections. Infused with hydrating agents and SPF for daily defense.

Highlighted Ingredients

Reflez DPHS 30 is a W/O emulsifier which give light skin feel

Reflez WO 802 is an water in oil emulsifier which can form a bright, creamy and easily absorbed cream

Naturaz IL 208 gives a light feeling to the skin, alternative to D5 silicones and have good UV filter solubility.

Reflez PC 333 is an alternative to silicone and is fast spreading, happy emollient

Naturaz CC 224 is fast spreading emollient and leaves a light feel to the skin.

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Reflez PGIS 23 is effective dispersing agent

Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly

Product Properties

Appearance: Tinted emulsion

Viscosity: 30 400 mPa.s

(Spindle: 5, Speed: 10)

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Film Former	15.8	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Butylene Glycol	Humectant	5	
	Sodium Chloride	Stabiliser	1	
B	PEG-30 Dipolyhydroxystearate	Emulsifier	2	Reflez DPHS 30
	Sorbitan Olivatate	Emulsifier	3	Reflez WO 802
	Isoamyl Laurate	Emollient	8	Naturaz IL 208
	Propylheptyl Caprylate	Emollient	5	Reflez PC 333
	Coco-Caprylate/Caprate	Emollient	10	Naturaz CC 224
	Oleyl Erucate	Emollient	7	Naturaz OE 231
	Cera Alba	Binder	2	
	Zinc Oxide, Coco-Caprylate/caprate	UV Filter	25	
B	Polyglyceryl-2 Triisostearate	Dispersant	5	Reflez PGIS 23
	Titanium Dioxide, Talc, Zinc Oxide, Iron Oxide, CI 22492, CI 77499, CI 77491, Hydrogen Dimethicone, Triethoxycaprylsilane	Colorant	8	
C	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Aluminium Starch Octenylsuccinate	Sensory Modifier	2	
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Mix well until all homogeneous. Premix PHASE B in main vessel. Premix PHASE C in separate beaker, mix until paste form then add in PHASE B. Mix well until homogeneous. Heat up to 80°C in water bath. Add PHASE A slowly in bulk under stirring homogeneous. Add PHASE D one by one into bulk. Mix well.				

Colourful Lipstick



Innovation Concept

Unleash your style with bold, vibrant color that lasts. Our Colourful Lipstick delivers rich pigmentation, smooth glide, and long-lasting wear, while keeping lips feeling soft and comfortable.

Highlighted Ingredients

Naturaz OE 231 is an alternative to jojoba oil. It spreads easily on the skin without leaving any oily feel.

Reflez DD-70 acts as protective layer on the skin and gives glass skin effect

Feelz BC 337 is an emollient have nice skin feel and spreadability

Reflez PGIS 21 function as a dispersing agent, glossing and pigment wetting agent

Product Properties

Appearance : Reddish stick balm

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Oleyl Erucate	Emollient	15	Naturaz OE 231
	Dimer Dilinoleyl Dimer Dilinoleate	Gloss agent	15	Reflez DD-70
	Butylene Glycol Dicaprylate/Dicaprate	Emollient	20.7	Feelz BC 337
	Polyethylene	Binder	3	
	Euphorbia Cerifera Cera	Binder	10	
B	Polyglyceryl-2 Isostearate	Dispersant	10	Reflez PGIS 21
	Titanium Dioxide, Polyglyceryl-4 Isostearate, Hexyl Laurate, Cetyl PEG/PPG-10/1 Dimethicone, Isopropyl Titanium Triisostearate	Colorant	7	
	CI 77491, Polyglyceryl-4 Isostearate, Hexyl Laurate, Cetyl PEG/PPG- 10/1 Dimethicone, Isopropyl Titanium Triisostearate	Colorant	18	
C	Alpha Tocopheryl Acetate	Antioxidant	1	
	Flavour	Flavour	0.3	

Procedure: Premix PHASE A in main vessel. Premix PHASE B in separate beaker. Add PHASE B into PHASE A and heat up to 80°C until all melt and homogeneous. Add PHASE C into bulk. Mix well. Pour into lipstick mould.

Colour Crush Tinted Lip Balm



Innovation Concept

A hydrating lip balm with a pop of color. This tinted balm glides smoothly, delivering sheer-to-buildable color while keeping lips soft, supple, and nourished.

Highlighted Ingredients

Naturaz GH 236 is an emollient offering lightweight emollience without greasiness
Reflez DD-PI 10 is acts as a protective layer on the skin and gives gloss effect

Product Properties

Appearance : Reddish stick balm

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Triheptanoin	Emollient	24.5	Naturaz GH 236
	Phytostearyl Isononanoate, Dimer Dilinoleate	Gloss Agent	36	Reflez DD-PI 10
	Iron Oxides (CI 77491), Isononyl Isononanoate, Isopropyl Myristate, Stearalkonium Hectorite, Polyhydroxystearic Acid, Isopropyl Titanium Triisostearate and Propylene Carbonate.	Colorant	3.2	
	Titanium Dioxide, Isononyl Isononanoate, Isopropyl Myristate, Stearalkonium Hectorite, Polyhydroxystearic Acid, Isopropyl Titanium Triisostearate and Propylene Carbonate.	Colorant	2.3	
	Iron Oxides (CI 77492), Isononyl Isononanoate, Isopropyl Myristate, Stearalkonium Hectorite, Polyhydroxystearic Acid, Isopropyl Titanium Triisostearate and Propylene Carbonate.	Colorant	1	
	Red 28, Isononyl Isononanoate, Isopropyl Myristate, Stearalkonium Hectorite, Polyhydroxystearic Acid, Isopropyl Titanium Triisostearate and Propylene Carbonate.	Colorant	1	
	Red 7, Isononyl Isononanoate, Isopropyl Myristate, Stearalkonium Hectorite, Polyhydroxystearic Acid, Isopropyl Titanium Triisostearate and Propylene Carbonate.	Colorant	0.5	
	Cera Alba	Binder	10	
	Euphoria Cerifera Cera	Binder	15	
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	5	
B	Alpha Tocopheryl Acetate	Antioxidant	1	
	Flavour	Flavour	0.3	
Procedure: Premix all PHASE A in main beaker and heat up to 80°C. Mix well until all melted. Add PHASE B one by one into bulk. Mix well. Pour into container.				

Liquid Foundation



Innovation Concept

Liquid foundation is a fluid makeup base designed to even out skin tone, cover imperfections, and create a smooth canvas for the rest of your makeup.

Highlighted Ingredients

Reflez DPHS 30 is a W/O emulsifier which give light skin feel

Feelz PP 217 W/O emulsifier and is suitable for cold process

Naturaz™ GM 247 increase viscosity of product

Naturaz IL 208 gives a light feeling to the skin, alternative to D5 silicones.

Naturaz GI 202 is a low spreading emollient

Reflez NH 336 is an non greasy and fast spreading emollient. It leave a dry and velvety after feel. It also silicone alternative as it evaporated from the skin rather than absorbed into skin.

Feelz PC 309 gives a pleasant skin feel and it is stable to oxidation.

Reflez DD-PI 10 acts as a protective layer on the skin and gives glass skin effect

Reflez PGIS 23 is effective dispersing agent

Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly

Product Properties

Appearance: Tinted emulsion

Viscosity: 20 400 mPa.s

(Spindle: 5, Speed: 10)

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	31.23	
	Glycerin	Humectant	5	
	Sodium Chloride	Stabilizer	1	
B	PEG-30 Dipolyhydroxystearate	W/O Emulsifier	6	Reflez DPHS 30
	Polyglyceryl-3 Polyricinoleate	W/O Emulsifier	5	Feelz PP 217
	Trimysristin	Viscosity enhancer	3	Naturaz [™] GM 247
	Isoamyl Laurate	Emollient	8.45	Naturaz IL 208
	Triisostearin	Emollient	8	Naturaz GI 202
	Neopentyl Glycol Diheptanoate	Emollient	3	Reflez NH 336
	Propylene Glycol Dicaprylate/Dicaprate	Emollient	2.5	Feelz PC 309
	Phytosteryl Isostearyl Dimer Dilinoleate	Film Former	4	Reflez DD-PI 10
C	Polyglyceryl-2 Triisostearate	Dispersant	5	Fortis PE 9010
	Iron Oxides (CI 77491), Jojoba Esters	Colorant	0.4	
	Ultramarines, Jojoba Esters	Colorant	0.08	
	Iron Oxides (CI 77492), Jojoba Esters	Colorant	4.24	
	Titanium Dioxide (CI 77891), Jojoba Esters	Colorant	10	
D	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	
	Silica	Sensory Modifier	2	
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Mix well until all homogeneous. Premix PHASE B into main vessel. Premix PHASE C in separate beaker, mix until paste form then add into PHASE B. Mix well until homogeneous. Heat up to 80°C in water bath. Add PHASE A slowly in bulk under stirring homogeneous. Add PHASE D one by one into bulk. Mix well.				

BB Cushion SPF 50 PA+++



Innovation Concept

A lightweight, multi-benefit base that combines skincare and flawless coverage in one compact. This cushion foundation evens out skin tone, blurs imperfections, and delivers a natural, radiant finish while providing hydration and sun protection.

Highlighted Ingredients

Feelz PP 217 W/O emulsifier and is suitable for cold process

Reflez WO 10 is a cold process W/O emulsifier

Naturaz CC 224 is fast spreading emollient and leaves a light feel to the skin.

Naturaz IL 208 gives a light feeling to the skin, alternative to D5 silicones and good pigment wetting ability.

Fortis PE 9010 is an efficient antibacterial ability, green and environmental friendly

Product Properties

Appearance: Tinted emulsion

Viscosity: 15 400 mPa.s

(Spindle: 5, Speed: 10)

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	31.23	
	Glycerin	Humectant	5	
	Sodium Chloride	Stabilizer	1	
B	Polyglyceryl-3 Polyricinoleate	W/O Emulsifier	6	Feelz PP 217
	Polyglyceryl-3 Polyricinoleate, Sorbitan Isostearate	W/O Emulsifier	5	Reflez WO 10
	Coco-Caprylate/Caprate	Emollient	3	Naturaz CC 224
	Zinc Oxide, Coco-Caprylate/caprate	UV Filter	8.45	
	Ethylhexyl Salicylate	UV Filter	8	
	Ethylhexyl Methoxycinnamate	UV Filter	3	
C	Isoamyl Laurate	Dispersant	5	Naturaz IL 208
	Iron Oxides (CI 77491), Jojoba Esters	Colorant	0.4	
	Ultramarines, Jojoba Esters	Colorant	0.08	
	Iron Oxides (CI 77492), Jojoba Esters	Colorant	4.24	
	Titanium Dioxide (CI 77891), Jojoba Esters	Colorant	10	
	Titanium Dioxide, Silica	UV Filter	8	
D	Phenoxyethanol, Ethylhexylglycerin	Preservative	0.8	Fortis PE 9010
	Aluminium Starch Octenylsuccinate	Sensory Modifier	2	
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A in separate beaker. Mix well until all homogeneous. Premix PHASE B in main vessel. Premix PHASE C in separate beaker, mix until paste form then add into PHASE B. Mix well until homogeneous. Heat up to 80°C in water bath. Add PHASE A slowly in bulk under stirring homogeneous. Add PHASE D one by one into bulk. Mix well.				



Men Care

Beard Balm



Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Neopentyl Glycol Diheptanoate	Emollient	60.5	Reflez NH 336
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	15	
	Cera Alba	Binder	12	
	Euphorbia Cerifera Cera	Binder	10	
B	Parfum	Parfum	2.5	
Procedure: Premix PHASE A one by one in main beaker. Heat up to 80°C until all melted. Then add PHASE B into bulk. Mix well. Pour into container.				

Innovation Concept

A conditioning balm that softens, shapes, and nourishes your beard. Made with natural butters, esters, and beeswax to tame flyaways, reduce itch, and leave your beard looking healthy and well-groomed — all day long.

Highlighted Ingredients

Reflez NH 336 is a non greasy and fast spreading emollient. It leaves a dry and velvety after feel. It is also a silicone alternative as it evaporates from the skin rather than being absorbed into skin.

Product Properties

Appearance: Yellowish Balm

Guided Formulation

Beard Oil



Innovation Concept

This lightweight formula absorbs quickly, providing deep hydration for both beard and skin while reducing dryness, itchiness, and frizz.

Highlighted Ingredients

Naturaz BC 237 is an emollient have nice skin feel and spreadability

Product Properties

Appearance: Yellowish Balm

Phase	Ingredients	Function	%	Trade Name
A	Butylene Glycol Dicaprylate/Dicaprate	Emollient	83	Naturaz BC 237
	Persea Grastissima (Avocado) Oil	Moisturising Agent	5	
	Prunus Amygdalus Dulcis (Sweet Almond) Oil	Moisturising Agent	10	
	Alpha Tocopheryl Acetate	Antioxidant	1	
B	Parfum	Parfum	1	
Procedure: Premix PHASE A one by one in main beaker. Add PHASE B into bulk and mix well.				

After Shave Lotion



Innovation Concept

A refreshing post-shave essential that soothes, hydrates, and protects freshly shaved skin.

Highlighted Ingredients

Naturaz BC 237 is an emollient have nice skin feel and spreadability

Nature Guard EVH 612 is natural preservative, broad antimicrobial spectrum, mild and low irritation

Product Properties

Appearance : White Opaque Cream

Viscosity: 47 900 mPa.s

(Spindle:5, Speed: 10)

pH:5.63

Phase	Ingredients	Function	%	Trade Name
A	Aqua	Solvent	77.6	
	Tetrasodium EDTA	Chelating Agent	0.1	
	Allantoin	Soothing Agent	1	
	Glycerine	Humectant	5	
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Emulsifier	2	
B	Butylene Glycol Dicaprylate/Dicaprate	Emulsifier	6	Naturaz BC 237
	Menthol	Cooling Agent	2	
	Peonia Suffruticosa Root Bark Extract, Eugenia Caryophyllus (Clove) Bud Extract, Chamaecyparis Obtusa Leaf Extract, Illicium Verum (Anise) Fruit Extract, Cinnamomum Cassia Bark Extract, Glycine Max (Soybean) Seed Extract, Ethylhexylglycerin, Butylene Glycol	Preservative	1	Nature Guard EVH 612
	Alpha Tocopheryl Acetate	Antioxidant	5	
	Parfum	Parfum	0.3	
Procedure: Premix PHASE A and homogenize until gel form. Add PHASE B one by one into PHASE A. Mix well. (Note: menthol need to melt first). Check pH. Adjust ph if necessary (pH:5.0-7.0)				



Pet Care

Cracked Paw DD- PI 22



Innovation Concept

A soothing, protective balm specially formulated for nursing mothers. Enriched with oil, it helps relieve dryness, calm discomfort, and maintain skin's softness and elasticity.

Highlighted Ingredients

Reflez DDPI 22 is high water holding capability.

Product Properties

Appearance :Yellowish Balm

Guided Formulation

Phase	Ingredients	Function	%	Trade Name
A	Bis-behenyl/isodecyl/phytosteryl dimer dilinoleyl dimer dilinoleate	High water holding capability	85.7	Reflez DDPI 22
	Butyrospermum Parkii (Shea) Butter	Moisturising Agent	5	
	Cera Alba	Binder	6	
	Euphorbia Cerifera Cera	Binder	3	
B	Citrus Aurantium Dulcis (Orange) Peel Oil	Essential Oil	0.3	
Procedure: Add PHASE A one by one in main beaker. Heat up to 80°C. Mix well until all melted and add PHASE B. Mix well.				