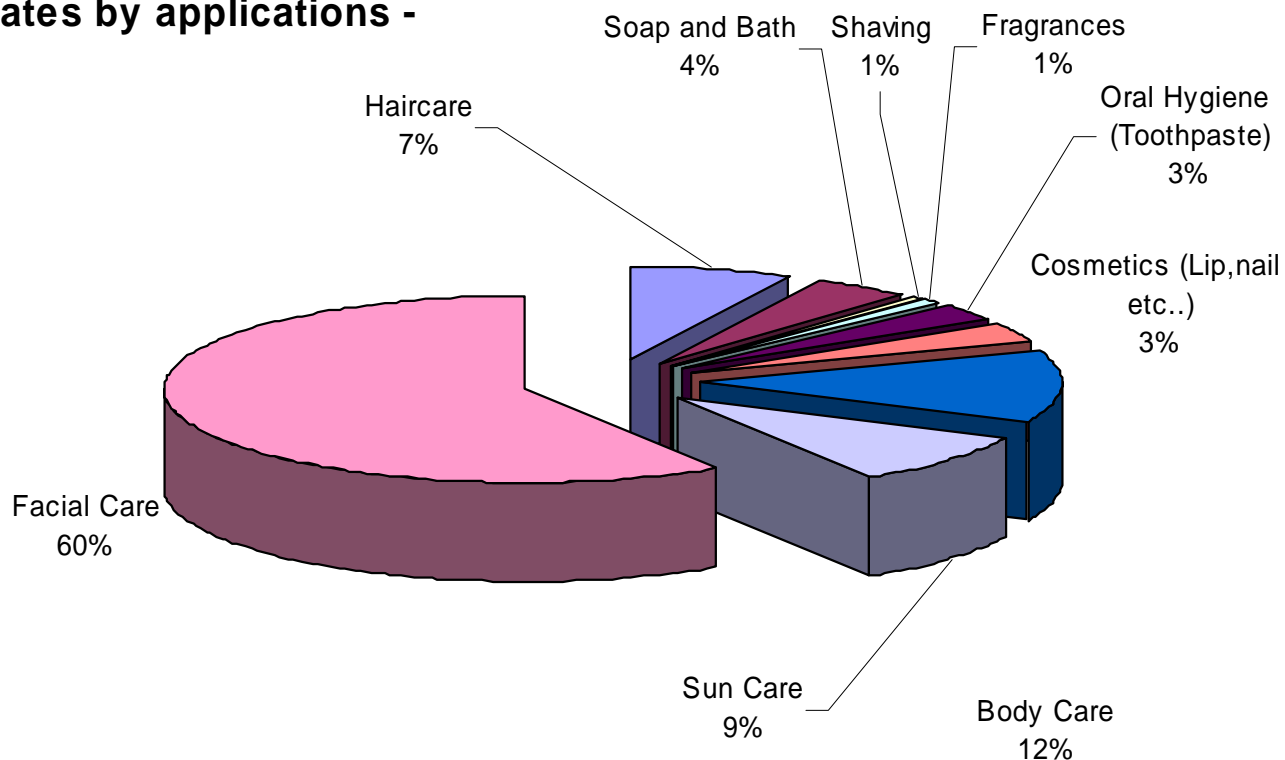


# Mineral fortification for cosmetics

- Haircare (shampoos, hair treatment)
- Skincare (body, facial, sun)
- Soaps and Bath
- Cosmetics (lip, nail etc..)
- Oral Hygiene (toothpaste)

# Where can we find gluconate in cosmetics?

**Gluconates by applications -**



- Almost 900 products containing one or more gluconates have been launched in EUROPE since 2001
- 28% have been launched in France
- Germany, France, UK, Spain and Italy have a market share of 77% but decreasing, following Eastern Europe continuous growth.

## Major functions of gluconates in cosmetics

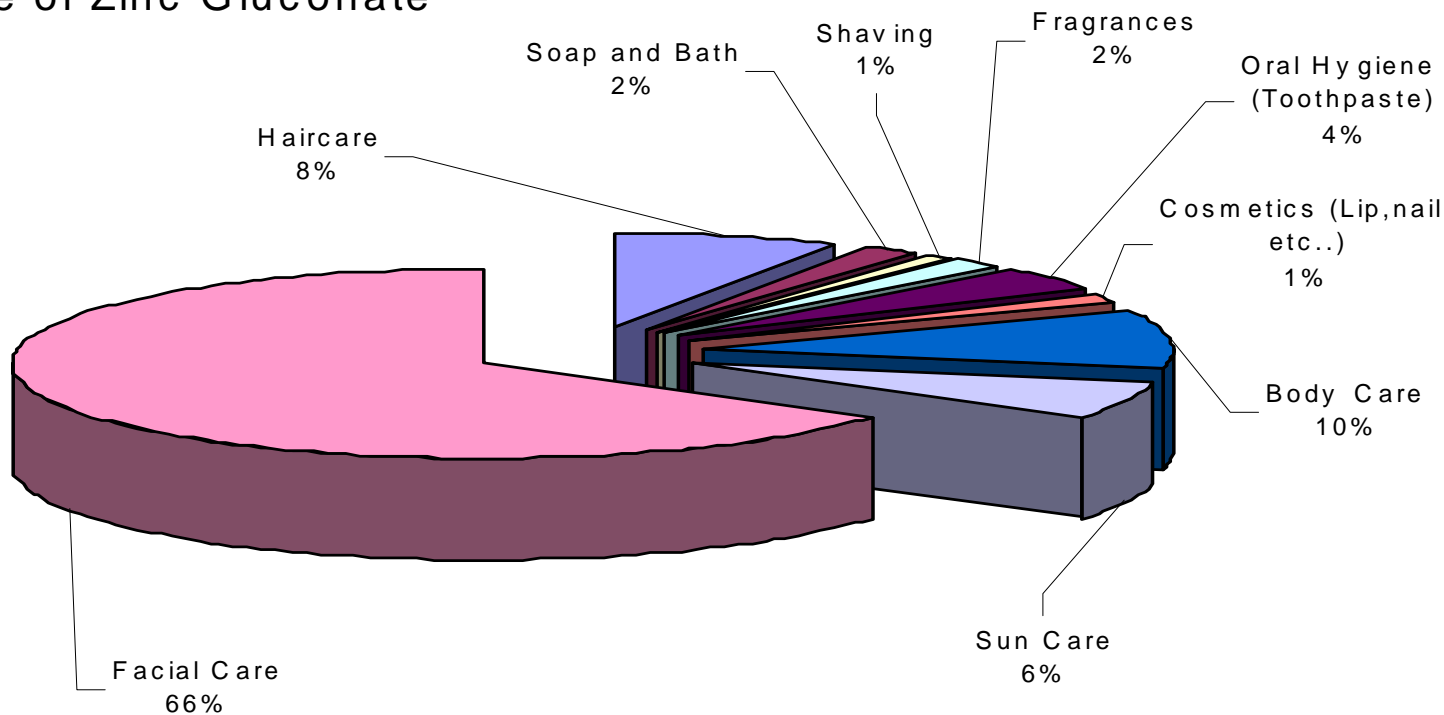
- **Zinc Gluconate** benefits:
  - Unclog and tighten pores
  - Prevents acne breakouts
  - Regulates sebum secretion
  - Purifies skin
  - Anti irritant
  - Oil controlling and mattifying

- Zinc gluconate is beneficial for oily and acne tendency skins.
- It can deeply purify skin , improve skin's appearance and smooth it as well as unclog pores and regulate sebum.

- Zinc gluconate is therefore used in :
  - Facial and body care (for skin appearance improving)
  - Haircare products (treatments/shampoos) as a sebum regulator
  - Soap and bath products (purify skin)
  - Toothpaste (antibacterial protection)



### Use of Zinc Gluconate



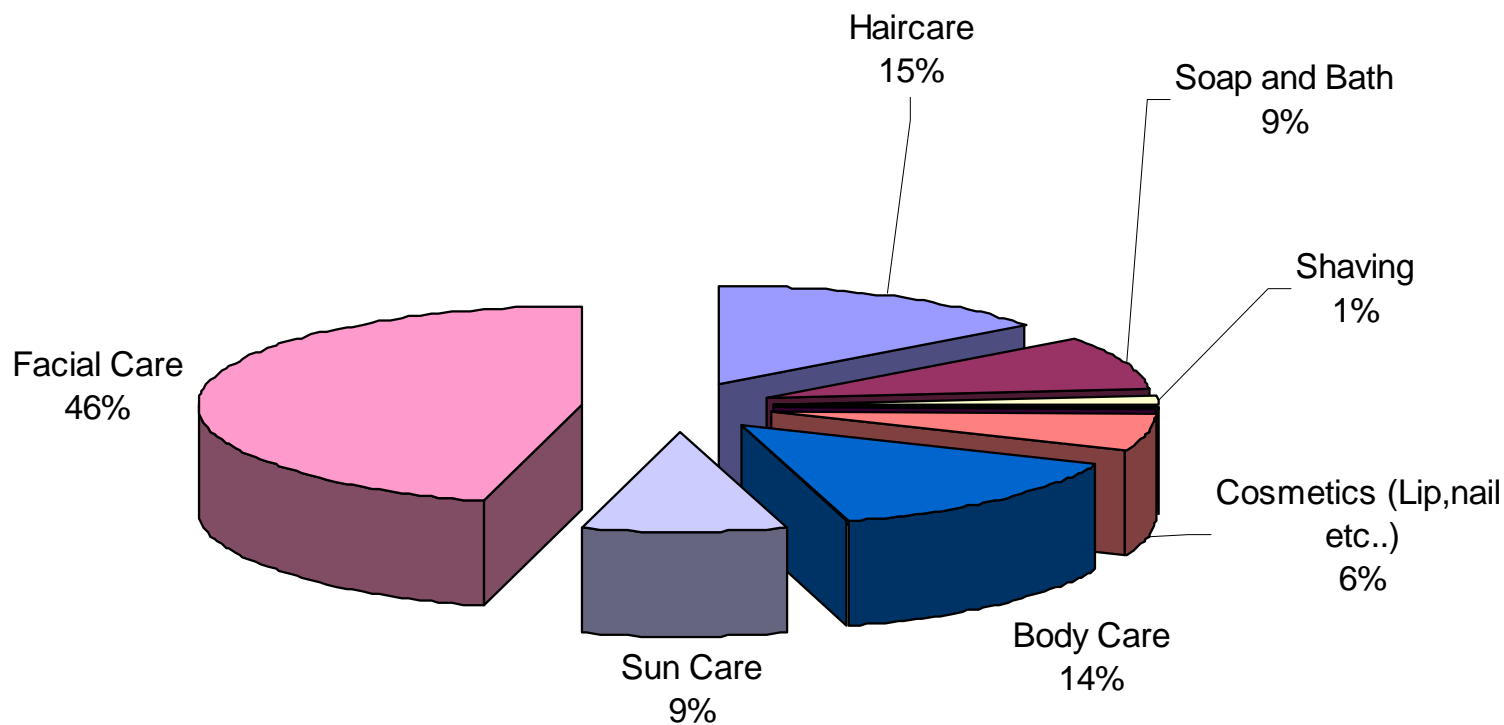
## Major functions of gluconates in cosmetics

- **Magnesium gluconate** benefits:
  - Moisturizing skin
  - Skin “booster” (refreshing effect)
  - Enhance the benefits of vitamins E, B5, PP
  - Reinforce hair fibre

- Magnesium gluconate is therefore used in :
  - Shower gel (moisture, freshness)
  - Shampoo (hair strength)
  - Body cream or gel (moisture, freshness)
  - Facial cream or gel (hydration)



### Use of Magnesium Gluconate

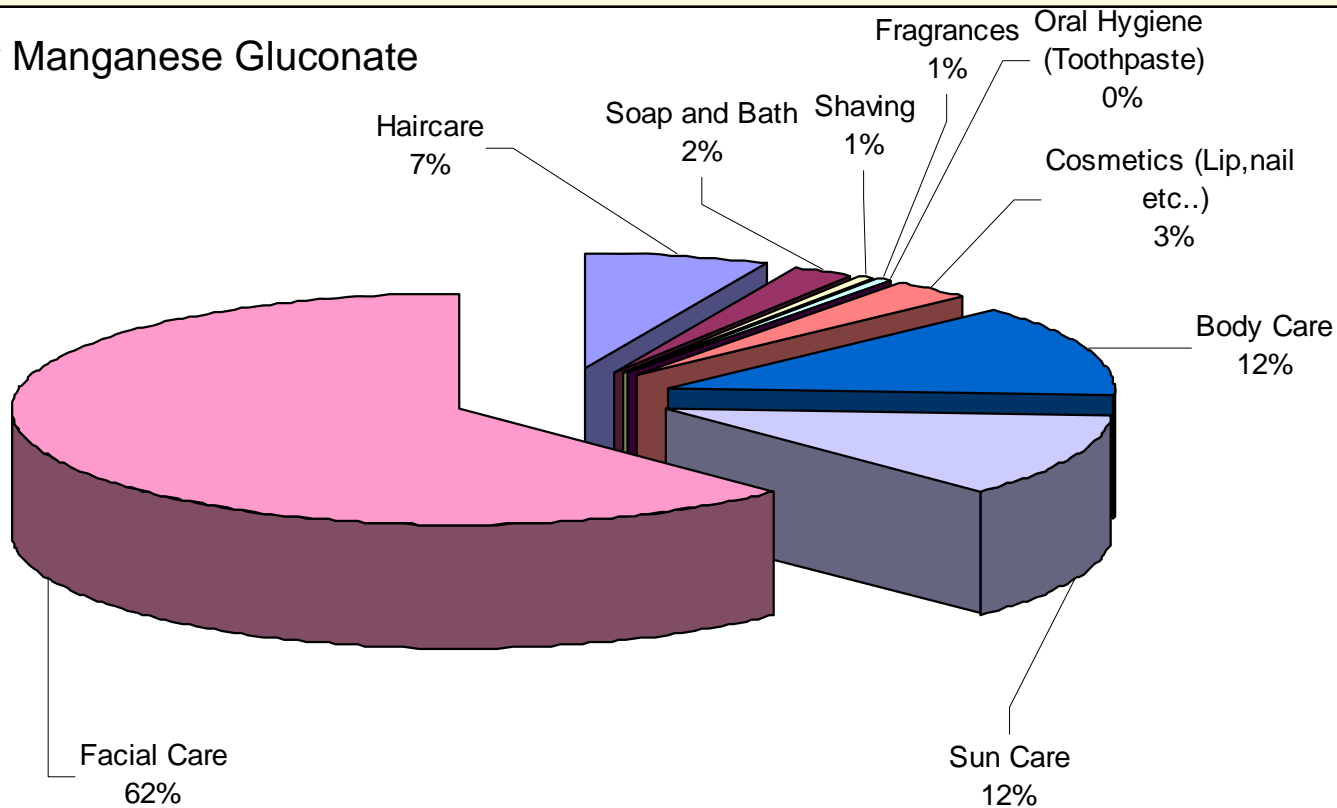


## Major functions of gluconates in cosmetics

- **Manganese gluconate** benefits:
  - Hydrate and rejuvenate skin
  - Smooth wrinkles
  - Reduce skin cells contractions

- Manganese gluconate is therefore used in :
  - Anti – wrinkle facial cream
  - As a multi mineral complex (along with zinc and magnesium) in creams/gels (skin hydration and cells energizing)

### Use of Manganese Gluconate

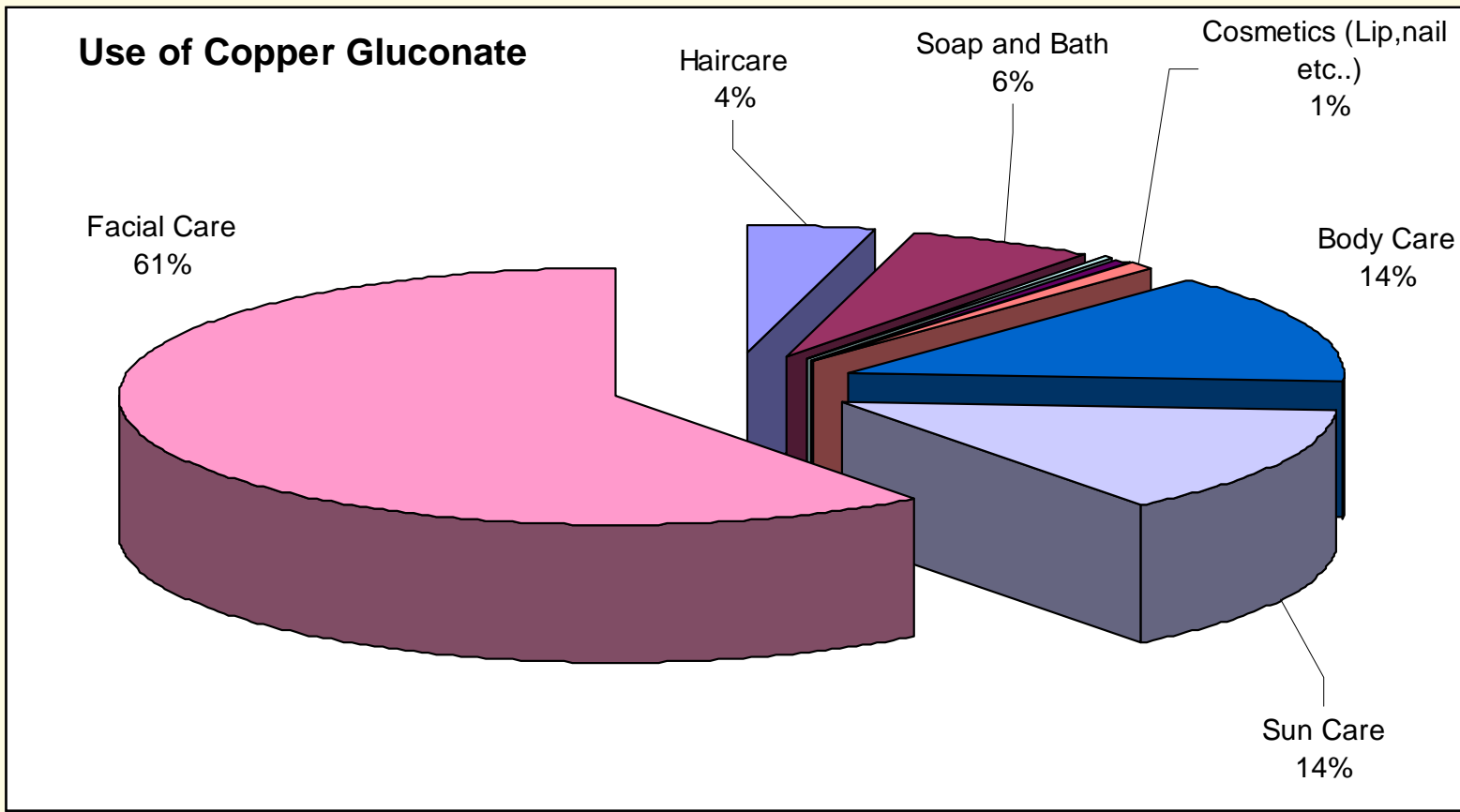


## Major functions of gluconates in cosmetics

- **Copper gluconate** benefits:
  - **Copper** is used mostly along with **zinc and magnesium** to increase cell vitality and renewal. These minerals work together to stimulate the tissues and fortify skin.
  - These three minerals used together are also called “moisture binding” minerals due to their ability to lock-in moisture better.

- Copper gluconate is therefore used in :
  - Facial care products along with Mg and Zn for extensive hydration and freshness
  - Bath, Soaps and hair care products





## Major functions of gluconates in cosmetics

- **Calcium gluconate** benefits:
  - Helps against dryness of skin
  - Teeth health

- Calcium gluconate is therefore used in :
  - Facial creams and gels , along with magnesium to soothe, protect and strengthen the skin.
  - Toothpastes along with fluoride and vitamin C for teeth protection, especially in children products



