

NATURALLY COLORED CLAYS FOR A CONTEMPORARY, RESPONSIBLE AND SUSTAINABLE LOOK

This is the proposal of Berashades, the new cosmetic active ingredient from Brazilian biomes with a focus on make-up, skin care and hair care products

Aware of the relevance of its role as an industry in the personal care, perfumery and cosmetics sector - one of the most influential behaviors in the world - Beraca Natural Ingredients advocates and practices responsible production.

Guided by the principles of sustainability focused on the sociobiodiversity enhancement and principles of clean technology, green chemistry, sustainable extraction, zero residue and full traceability, the company invests in the development of natural ingredients with proven efficacy which contribute to more sustainable formulas, as a viable way to promote positive social and environmental impacts on the planet.

Berashades is a palette with 5 shades of naturally colored and sustainable clays for cosmetic use. It is also an example that - yes - it is possible to act on innovations through the Sustainable Development Goals, raising awareness within the cosmetic market with ethical commitments such as the conservation, recovery and sustainable use of ecosystems.

With years of experience in the responsible extraction of clays, Beraca's commitment to the creation of **Berashades** aims to meet the demands of the global market, meeting the triple bottom line principles of sustainability (people, planet and profit). According to Mintel GNPD, the number of global skin care products containing clay has grown by 27% in the last 5 years, reaching 819 launches in 2020. For hair care, the growth was 62% in the last 2 years, registering 232 new products in 2020.

In respect and appreciation of natural beauty and ethnic-racial diversity, the launch features a palette of five naturally colored clays for mineral cosmetics - *Ivory*, *Beige*, *Bronze*, *Caramel* and *Ebony* - with which it is possible to mix and match and customize more than 3,000 color combinations in celebration of the different skin tones. The active meets vegan and multifunctional claims. It also allows coverage with natural appearance and *matte effect*, in addition to stable color (result of simultaneous micronization process). As a mineral ingredient, it also offers detoxifying and remineralizing effect.

The company is also launching an online tool, The Berashades Mixer, which is a digital platform that allows formulators to create their own shades with simultaneous access to different levels of benefits delivered by the ingredient, such as hydration, skin's barrier function and firmness. This technology aims to assist professionals in time-to-market with scientific precision in each of the tones created.



Properties

- 100% natural product
- Vegan
- Cruelty Free
- Detox (phytosilicates present in clays naturally filter impurities)
- Remineralizing
- Highly stable colors
- Softer particles
- Easier to formulate with
- No added TiO₂

- Allows different applications: makeup, skin care and hair care
- Safe, effective and sustainable: responsible extraction from Brazilian biomes and shared value with stakeholders through socioenvironmental programs, mainly aimed at replanting, fish farming, empowerment and women inclusion in the labor market in decent conditions
- Easy to formulate with – color in specific shades (no necessity to adjust with iron oxide)
- China compliant and International Certification For Life (which validates good social and environmental responsibility practices across the supply chain)

Benefits

- Multifunctional - hydration, skin barrier protection and firmness
- Can be combined and blended to formulate a full color palette
- Matte effect
- No rebound effect
- Enhances natural beauty – smooth and sheer coverage
- Velvety texture
- Can be used on primer
- Sustainable and measurable narrative and impact across the supply chain

Presentation

- Powder
- Super fine and micronized particles (<10µm)
- Natural palette of colors

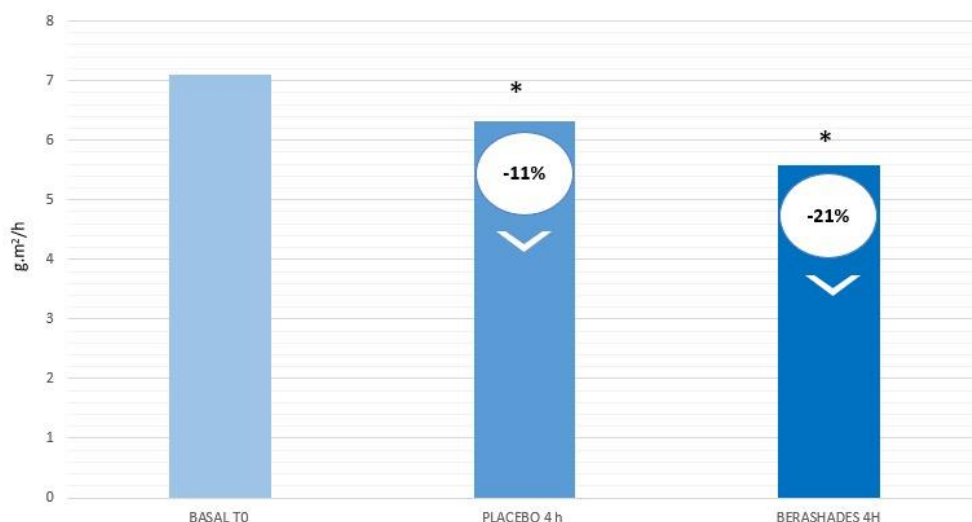
Berashades was designed for use in a wide range of cosmetic products, boosting the awareness of responsible production and consumption through sustainable principles, concepts and practices.

Application

- Makeup: mascara, foundation, concealer, compact powder, tanning powder, contour palette
- Hair care: powdered or dry colored shampoo, root retouch
- Skin care: tanning oil, cream and moisturizer, bb cream, cc cream

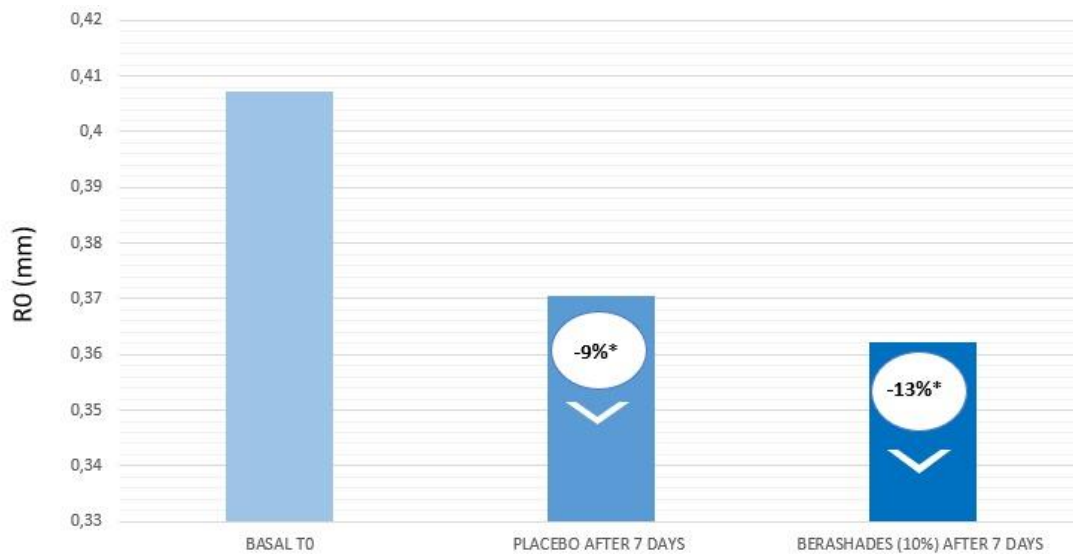
Proven Efficacy

1. Skin Barrier Protection – TEWL Test: significant reduction of transepidermal water loss (TEWL) ensuring skin integrity and greater hydration



Average values regarding Transepidermal Water Loss (TEWL), after 4 hours of BERASHADES applied at 10% in a liquid formulation. There was a significant decrease of TEWL in 21% of BERASHADES group when compared to BASAL T0. * p<0.05

2. Firmness – Cutometer Test: positive effect on firmness of skin after 7 consecutive days



Average values regarding parameter RO, after 7 consecutive days of BERASHADES applied at 10% in a liquid formulation. There was a significant decrease of RO in 13% of BERASHADES group when compared to BASAL T0 after 7 days of consecutive days, indicating a Firming Effect . * p<0.002

Berashades efficacy tests only include the Basal, Placebo and Berashades groups at 10% since there are no benchmark of naturally colored clays with simultaneous micronization (a process in which the entire particulate is the same size, allowing color stability without add iron oxide). This fact makes Berashades unique.

About Beraca Natural Ingredients

Founded from the possibility of working with local families from Amazon - within the tripple bottom line of sustainability, **Beraca Natural Ingredients** is currently the major global supplier of natural ingredients ethically harvested from Brazilian biomes for the cosmetic and personal care market. By connecting with hundreds of brands around the world, the company advocates for a clean and sustainable beauty, generating and sharing values between brands and communities.

beraca.com

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