

CUSTOMIZABLE BEAUTY

Advanced Beauty Solutions with CosmoPod[®] technology Innovative, Flexible Unit-Dose Capsules

One of the top growing trends in the beauty industry is personalization. According to the Institute of Personal Care Science,

'Consumers will be demanding customized product ranges, based on individual preferences. Companies will need to start the customizable process from the outset by considering novel formulations that combine personalizable bases with optional actives.'

Customization Options

Catalent's CosmoPod[®] unit-dose twist off capsules offer ready-to go personalized, flexible beauty treatments in an elegant, easy to use, convenient delivery form perfect for today's busy lifestyles.

- Add highly concentrated products as a "booster" to your normal treatment, right before application to the skin. Create a more effective customized formula for targeted treatments or to address specific seasonal skin care needs
- Perfect an existing beauty regimen with a selection from Catalent's diversified portfolio of ready to market products to transform a standard regime into a specialized advanced skin care experience

Benefits

IMPROVED SENSORIAL EXPERIENCE: CosmoPod[®] unit-dose capsules are elegant ampoules with premium texture formulas, offering consumers a luxury spa like experience at home. Capsules are an ideal delivery form (particularly for oils and precious advanced treatments) to enhance the consumer beauty routine and skin care experience.

IMMEDIATE EFFECTS: Boosters provide immediate effects that consumers can see and feel when applied to their skin.

ACCESSIBLE: CosmoPod[®] capsules are an easy way to upgrade an existing beauty care routine anytime.

CONVENIENT: For busy lifestyles, capsules are portable so that you can continue your treatment anytime and anywhere, even when travelling.

EASY TO USE: The twist-off unit-dose capsules are elegant, efficacious & easy to use.



USE COSMOPOD[®] UNIT-DOSE CAPSULES TO CUSTOMIZE YOUR BEAUTY ROUTINE

"UPGRADE" EXISTING PRODUCTS

Just before you apply your standard treatment, twist-off and squeeze the CosmoPod[®] unit-dose contents onto your palm. Mix it with your regular product and apply this blend onto the skin.

"COMPLEMENT" CURRENT ROUTE

Use CosmoPod[®] twist-off capsules as the first product applied to your skin, after your daily cleansing routine and right before any other treatment.



DEVELOPMENT



DELIVERY



SUPPLY



PRODUCT	POSITIONING
Retinol 0.075% or Retinol 0.15%	<p>Skin Resurfacing:</p> <ul style="list-style-type: none"> To fight dull skin caused by seasonal winter/autumn changes that lead to more time in dry air and polluted city and indoor environments To fight signs of accelerated aging by minimizing fine lines & wrinkles To prepare the skin to better accept additional treatments



PRODUCT	POSITIONING
Vitamin C20% or Vitamin C10%	<p>Acts as skin strengthener, ideal for the spring and summer season:</p> <ul style="list-style-type: none"> Boosts Collagen to improve skin firmness, reinforces skin architecture to lift-up face contour and fight sagginess Reinforces the ability of skin to resist UV induced free radical oxidation Improves skin tone homogeneity, preparing it for a better summer glow



PRODUCT	POSITIONING
Vitamin E10%	<p>Extra help to fight against skin stress caused by environmental aggressions (excessive sun exposure, smoke, pollutants, air conditioning, excessive heating, cabin pressurization, severe weather conditions, etc.)</p> <ul style="list-style-type: none"> Reduces skin roughness and skin dryness Helps to recover skin integrity



PRODUCT	POSITIONING
Sensitive Skin	<p>Provides extra soothing when needed</p> <p>Helps to recover skin smoothness, hydration and comfort</p> <p>Reduces skin roughness and itching sensation</p>



PRODUCT	POSITIONING
3D Super Lifter or Multi-Correction Eye	<p>When we're stressed, repeated /intense facial expressions can accelerate the development of lines:</p> <ul style="list-style-type: none"> 3D Super Lifter: Blurring, plumping and botox-like effects help to immediately smooth expression lines. With repeated use, it also works on improving skin density, firmness and elasticity. Multi-Correction Eye: Provides a blurring effect, lifts eye lids, reduces eye puffiness and dark circles. An ideal choice when your eye area needs extra help



PRODUCT	POSITIONING
Double Effect or Skin Rescue	<p>At the end of a busy, long day, skin may look more withered or parched:</p> <ul style="list-style-type: none"> Double Effect: Ideal for fighting fine lines and wrinkles by quickly filling them. Acts like a spring to help plump skin. Also with repeated use, works to re-densify skin structure, also reducing wrinkle depth. Skin Rescue: Quick action product for parched skin. An extra booster to "refresh" your skin after a challenging day, helping to lock moisture into the skin. Ideal also for sensitive skin.



PRODUCT	POSITIONING
Essential Sebum Balance or Oily Skin Control Serum	<p>To complement standard base skincare treatments for occasional or recurrent impure skin:</p> <ul style="list-style-type: none"> Essential Sebum Balance: Provides clearer skin in a few weeks. Highly effective vegetal blend works efficiently on face sebum and skin imperfections, answering the needs of younger consumers (13-35 years old). Oily Skin Control: Helps to normalize sebum secretion and provides a matte skin appearance and improved skin texture (18-45 years old).



PRODUCT	POSITIONING
Bright Beauty	To complement standard base skincare treatments to address uneven skin tone and dark spots

more products.
better treatments.
reliably supplied.™

Discover more solutions at catalent.com/beauty
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