



the
Source

Summer 2024

Is there an
age limit
to beauty?



DeWolf

Cover Story: "Is there an age limit to beauty?"

Beauty knows no bounds. As the pro-aging era unfolds, we ask: Is there an age limit to beauty? Not necessarily among older generations, but some argue there is for Generation Alpha. In this edition of *the source*, we explore the concept of beauty and whether it is confined by age.

Sephora Girls & Gen Alpha:

Why are they so obsessed with their skin?

Who is Generation Alpha and why are they significant?

Generation Alpha, comprising individuals born from around 2010 onwards, represent a group whose oldest members are 14, with the youngest being born this year. Remarkably adept with technology even before mastering walking, this generation prioritizes inclusivity, innovation, and social responsibility. According to McCrindle, an Australian trend research firm renowned for its expertise on Gen Alpha, this generation is projected to become the largest in history, surpassing 2 billion people by 2025. Generation Alpha is set to revolutionize the retail landscape.

So, who are the Sephora Girls and what should we be aware of?

These young tweens have become a dominant presence at Sephora, driven by a concern for aging and dedication to multi-step skincare regimens. Frequently purchasing products designed for adults, they often encounter issues with chemical exfoliants, acids, and retinol, which can irritate their delicate skin barriers. This concern is real. There is a Gen Alpha anti-aging skin care ban under consideration in California.



California's legislature is seeking to "prohibit the sale or delivery to a person under 13 years of age of an over-the-counter skin care product or cosmetic product advertised to address skin aging that contains vitamin A or its derivatives or an alpha hydroxy acid [AHA], and would require an entity that conducts business in California to take specified any of several specified actions to ensure that the purchaser of an above-described product is not under 13 years of age."

Source: [Gen Alpha Anti-aging Skin Care Ban Under Consideration in California | Cosmetics & Toiletries](#)

NOTE: This is an Interactive PDF newsletter. Click on the hyperlinks & buttons to learn more about the featured ingredients or to request samples, etc.

80% of 9-11 year-olds in the U.S. use beauty & personal care products*

By 2020, their global spending capability is forecasted to exceed \$1.7 trillion

*Source: Mintel

Here are some suggestions and resources for appropriate practices for this demographic. We suggest a simple routine: a daily application of sunscreen, such as our [Foam in the Sun Organic Sunscreen](#), followed by a mild cleanser such as this [Ultra-Gentle Natural Foaming Facial Wash](#), and ending with a fragrance-free moisturizer before bedtime to nurture their skin barrier.

Brands they love:



They particularly adore this brand! A fan favorite is creating skincare smoothies by combining Protini Polypeptide Cream & D-Bronzi Anti-Pollution Sunshine drops.



A new-generation skincare brand designed for youthful skin.



Caters to the diverse needs of kids, highlighting the importance of fun formats. They offer self-care products ranging from whipped shower foams to magic sand body scrubs and jelly washes.

Check out our recently launched fun format prototypes:

- [Lava Lamp Serum](#)
- [Supergreens Soothing Skin Slushy](#)
- [Exfoliating Coconut Jelly Cubes](#)
- [Foam in the Sun - Organic Sunscreen](#)



Consider the following extracts for acne-prone skin:

- [Dandelion root](#)
- [Myrrh gum](#)
- [Witch hazel](#)
- [White willow bark](#)

How can we help you formulate for Gen Alpha?

SEE OUR PRODUCT RECOMMENDATIONS



Looking to incorporate some brightly colored formulations?

Aqua Sky Eyeshadow

A talc-free, vegan eyeshadow with glistening color travel. Bright aqua blue colors shine with shimmering effects. Featuring [INTENZA® Hana Aqua Sky](#), an intense blue absorption effect pigment based on 100% USA mica with green reflectivity.

INTENZA Hana combines the brightest FDA certified colors with ethically and sustainably sourced mica-based effect pigments. Create energizing colors and effects with ease with pigments that minimize the need for excessive grinding or milling of organic pigments.



View formulation >>

Follow us on your favorite social media

LinkedIn: [company/dewolfchem](#)

Instagram: [@dewolfchem_azelis](#)



the Source

The quarterly publication of DeWolf Chemical, an Azelis company.

300 Jefferson Blvd
Warwick, RI 02888
Phone: (800) 521-0065



The pro-aging movement:

Developing products to embrace aging gracefully

What is Pro-Aging?

A new trend has emerged, highlighting a holistic and wellness-oriented approach to what is currently labeled as anti-aging skincare. The concept of pro-aging centers on improving overall well-being and striving to achieve one's optimal self at every life stage, rather than solely aiming to appear younger. Pro-aging replaces anti-aging as individuals want to be "healthier", instead of younger. Cutting-edge skincare ingredients like peptides, are being harnessed for targeted effects.

How does aging affect the face?

Skin changes caused during menopause and aging include dry & rough appearance, thinner skin, loss of freshness & luminosity, sagging appearance & wrinkles.

» SEE OUR PRODUCT RECOMMENDATIONS



Ozempic face

Another relevant trend is the Ozempic Face phenomenon which relates to saggy, hollowed-out, and less plump facial features. This is seen in people receiving Semaglutide injections, which is associated with reduced waistlines. However, it is also causing rapid weight loss in the face which is more pronounced.

» SEE OUR PRODUCT RECOMMENDATIONS



Take away the taboo

At NYSCC Suppliers' Day this year, DeWolf exhibited bright lights and an eye-opening approach to "Take Away the Taboos". Designed to inspire product development that excites and addresses issues we all tend to shy away from discussing or widely innovating for. That's all changing now!

One of the taboo topics that was highlighted is "aging". Unobtainable beauty standards and the increasing concern over aging, starting from pre-teen girls, contribute to a sense of inadequacy among American consumers. With outdated ideals of attractiveness and relevance, there is a growing demand for a redefinition of beauty. Consumers are calling for standards that promote health, mental well-being, and transparency, especially in an era rife with misinformation and AI-generated content.

Check out the new prototypes that were featured at the show that ignite conversation around aging:

- [Handle the Heat Treatment](#)
- [Ef-Frizz-less Shine Shampoo](#)
- [Lava Lamp Warming Serum](#)
- [Melo-toning Night Cream](#)
- [Overnight Slug Balm](#)

Here are some additional innovative formulations to take a look at:

- [Calming Chaga underarm toner](#)
- [Total Body Powder Balm](#)
- [All Over Friction-Free Salve](#)
- [Neck & Décolleté Renewal mask](#)

Take away the taboo recap >>

More to come on what we launched at NYSCC in Take away the Tabloid presented by your account managers!

ag·ing /'ājɪŋ/
noun: natural, progressive changes in physiology, psychology, and/or biochemistry, influenced by environment, time, and biological factors, whether spontaneous or deliberate.
*Definition created by DeWolf



Sneak peak: Radical & Unironic and Honest Unfurling

As previewed in our last newsletter, we will first be launching our Radical & Unironic Pillar, followed by Honest Unfurling. Here's a sneak peak on what to expect!



The **Radical & Unironic** pillar is in a large way the portrayal of our tradeshow theme Taking Away the Taboos. This trend focuses on bold representation through cosmetic looks that hark from the 90's, celebrating the real you in whatever form that is and adopting "extreme" beauty procedures without a thought. We discuss in this pillar Tattoos and their evolution, acne and body positivity and the juxtaposition between bright and black cosmetics. This pillar is truly paradoxical.

Honest Unfurling is in large about comfort, movement, freedom and transparency. This pillar addresses the mental wellbeing that is becoming increasingly intertwined within the beauty space. The ideals of safety for oneself and the environment mixed with sensorial pleasures becomes a playground for textural innovation. Whereabouts are mapped into the stories of consumers and the products they use both through physicality in traveling and the sourcing of ingredients. This pillar personifies boundless.



Product Recommendation Matrix

Sephora Girls & Gen Alpha

PRODUCT	BENEFITS	FORMULA
Hydrasensyl® Glucan Green	<ul style="list-style-type: none"> Moisturization Soothing & calming Redness reduction 	Supergreens Soothing Skin Slushy
Phytosoothe® LS 9766	<ul style="list-style-type: none"> Recovery of balanced microbiome Skin barrier recovery Anti-Inflammatory 	Daily Gel-to-Milk Cleanser
Hydagen® Aquaporin	<ul style="list-style-type: none"> Skin hydration Vegetal origin Stimulates the formation and protects aquaporins in the epidermal cells 	Jammin' Jelly Body Wash
 Epispot™ *	Clinically proven to: <ul style="list-style-type: none"> reduce skin shine and excess skin greasiness improve of the appearance of facial pores 	Authentically Balanced Facial Lotion
Nateral™ SOFT	<ul style="list-style-type: none"> Previously Jaguar® SOFT Provides soft skin after-feel in cleansing applications Alternative to Polyquaternium-7 Suitable for crystal clear formulations 	
Miracare® SOFT 313	<ul style="list-style-type: none"> Sulfate-free specialty blend Clinically tested as non-irritant and non-sensitizing A unique cleansing system that delivers on gentleness and sensorial experience 	Eco-Conscious Body Wash PC-1135
BotaniButter™	<ul style="list-style-type: none"> Supports healthy skin barrier and maintains hydration Reduces the appearance of redness Elegant sensory experience during application and after dry down Natural alternative to silicone wax 	Blur Blot on the Spot Stick
 Alter-Mattifier	<ul style="list-style-type: none"> Absorbs excess sebum and eliminates shine Alternative to synthetic microplastics Biodegradable 	
 Emulgade® Verde 10 OL	<ul style="list-style-type: none"> From 100% natural feedstock Mild emulsifier that is suitable for sensitive skin Unique textures can be created through high-emollient-load formulations through fluid textures 	
Geogard® Boost PGC	<ul style="list-style-type: none"> 100% naturally derived Broad spectrum potentiator for most preservatives across multiple formulation types Enables optimized, lower preservative levels 	
 Dermalcare® AVOLIA MB	<ul style="list-style-type: none"> Optimized alternative to silicones with no compromise on sensory in hair care Highly improves wet & dry combing forces Replacement ratio with Amodimethicone: 1:1 	
Bio-Saponins	<ul style="list-style-type: none"> Natural detergent, foaming agent and emulsifier 	
Sipernat 50 S	<ul style="list-style-type: none"> Precipitated silica Can Absorb excess oil from skin, hair, scalp 	

Pro-aging

PRODUCT	BENEFITS	FORMULA
Peptovitae Bright®	<ul style="list-style-type: none"> Pure anti-pigmentation peptide in double-layered liposomes boosted by ferulic acid 100% of subjects perceived skin brightness improvement Luminosity 	
PROTEASYL® PW PSE LS 8951	<ul style="list-style-type: none"> Cost effective bioactive for firm and elastic skin In vivo studies on skin firmness and elasticity 	3D Remodeling Crème
 BLISS Oleoactif®	<ul style="list-style-type: none"> Removal of wrinkles and stress lines Reduces redness and discomfort Enhances skin's glow 	
 InnerLift Calendula	<ul style="list-style-type: none"> Provides moisturization and wrinkle reduction Anti-inflammatory effect Improved skin cohesion Combats oxidized proteins and improves remodelling of the ECM 	
Z-Cote®	<ul style="list-style-type: none"> SPF filter Broad spectrum activity Excellent overall performance with superior efficiency 	Z-Cote formulas
L22®	<ul style="list-style-type: none"> Skin lipid mimetic Helps maintain long-term skin hydration Promotes skin natural barrier function & recovery 	Two Phase Turnover Treatment
Floraesters® K-20W	<ul style="list-style-type: none"> Promotes skin barrier recovery Reduces the appearance of skin redness Increases skin firmness and elasticity 	

Ozempic face

PRODUCT	BENEFITS	FORMULA
Phytofirm® Biotic	<ul style="list-style-type: none"> Improves facial skin elasticity Lifting, tightening, and anti-sagging effect 	
RNAge®	<ul style="list-style-type: none"> Helps counteract skin sagging Facial contours are lifted for a push up effect 	Re_Source Lifting Cream
Hyaluronic Filling Spheres®	<ul style="list-style-type: none"> Supports skin's own production of collagen to reduce the appearance of wrinkles New stability information that the spheres do not swell in o/w formulation 	All over balm
Ultra Filling Spheres®	<ul style="list-style-type: none"> Plumping Instant hydration Visibly smooths undereye in as little as 5 hours Improves lip volume appearance 	Juicy Drama Lip Oil
LIFT Oléoactif®	<ul style="list-style-type: none"> Immediate (5 minutes) and long-term lifting Significant elasticity increase Wrinkle reduction 	Advanced Lift Lotion
ORGASOL® 4000 EXD NAT COS CARESSE	<ul style="list-style-type: none"> Ensures skin perfecting blurring effect 	Blur Blot on the Spot Stick
SPHERILEX® 10 PC	<ul style="list-style-type: none"> Provides silky and velvety layer imparting uniform matte complexion Spherical shape and narrow particle size distribution Eco-friendly option to microplastics in leave-on and color cosmetic applications 	Cream-to-Powder Solution

Handle the Heat Hair Protectant

#DWLA2407

Shield your hair with Handle the Heat Hair Protectant, enriched with active ingredients designed to guard against heat damage, add shine, and reduce frizz. This silicone-free formula offers a smooth, slip-like texture for an easy, even application, ensuring protection for your strands.

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Water	Water (aqua)	84.30	-
	Glycerin	Glycerin	2.00	-
	Jaguar HP-105	Hydroxypropyl Guar	0.70	Syensqo
	Polycare Heat Therapy	Hydroxypropyl Guar Hydroxypropyltrimonium Chloride	0.50	Syensqo
	50% Citric Acid Sol	Water (and) Citric Acid	Q.s.	-
B	Polycare Frizz Therapy	Polymethacrylamidopropyltrimonium Chloride	1.00	Syensqo
	Dermalcare LIA MB	Isoamyl Laurate	4.00	Syensqo
	Olivem 1000	Cetearyl Oliviate (and) Sorbitan Oliviate	4.00	Hallstar
	Hair Oleobooster	Cocos Nucifera (Coconut) Oil (and) Acacia Concinna Fruit Extract (and) Tamarindus Indica Fruit Extract	1.00	Hallstar
	Floramac 10	Ethyl Macadamiate	1.00	Cargill Beauty
	TroyCare PE 91	Phenoxyethanol (and) Ethylhexylglycerin	1.00	-
	Fragrance		0.50	Arxada

PROCEDURE

1. Combine Item No. 1 and Item No. 2 together and mix well. Begin to heat batch to 65-70C.
2. At 65- 70C, sprinkle in Item No. 3 and Item No.4. Allow to mix well and then neutralize to pH 4.0-4.5 with Citric Acid (Item No. 5)
3. While maintaining batch at 65-70C, add Item No. 6 and mix well.
4. Pre-mix PhaseB (Item No. 7 to Item No.10) together in a side phase, and allow to heat to 65- 70C.
5. Add Phase B to Phase A when both are at 65 - 70C. Homogenize until uniform.
6. Cool batch to 40C. Add Item No. 11and Item No.12 and allow to mix well.
7. Cool batch to 25C and check pH is within 4.5-5.5.

SPECIFICATIONS

pH @ 25°C: 4.50 – 5.50
 Viscosity @ 25°C: 10,000 – 15,000 cps
 Appearance: White opaque cream

FEATURES AND BENEFITS

- Nourishing, creamy leave-on hair product
- Provides heat protection
- Controls frizz

HOW TO USE

Apply product into hands and work it into sectioned hair. Then, style as normal with hot tools.

AZELIS DISCLAIMER - The information contained herein is given in good faith, based on our current knowledge and without any representation and warranty, express or implied, on its quality, accuracy, and completeness. Although it is Azelis' practice to assist our customers with technical advice and to identify and recommend appropriate solutions for any particular application issue, such assistance, advice, and recommendation is provided without guarantee and warranty, express or implied, in relation to the suitability for use, merchantability or performance of a product, formulation or its individual ingredients for any particular application, and Azelis cannot accept any liability for any possible damages, losses or claims in this respect. Considering that Azelis can neither anticipate nor control the different conditions or circumstances under which the product is being used or commercialized, each user should conduct the necessary research and testing to ensure that a product, formulation, or its individual ingredients are fit for purpose and their intended application and verify whether their use or application does not infringe any third party (intellectual property) rights. Users are responsible for ensuring compliance with applicable laws and regulations when handling any product, formulation, or individual ingredient and are expected to familiarize themselves with the Safety Data Sheet for safety, health, and environmental information, including any instructions related to wearing protective equipment. Where required, users should obtain the necessary certifications, permits, and authorizations prior to using or commercializing any product, formulation, or individual ingredient. Please make certain that you are at all times in possession of the latest version of the written technical specification for each product, formulation, or individual ingredient, which can be requested in writing by mailing to your local representative.

Foam in the Sun – Organic Sunscreen

#DWLA2405

All skin needs protection from harmful rays, and the more consumers learn, they also become more intentional about what they purchase. This formula is formatted for even the deepest of skin tones with absolutely no white cast! Additionally, the light texture of this formula is pleasant to wearers. Let everyone enjoy some Foam in the Sun!

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	Octisalate	Ethylhexyl Salicylate	5.00	-
	Octocrylene	Octocrylene	5.00	-
	Homosalate	Homosalate	5.00	-
	Cetiol® Ultimate	Undecane (and) Tridecane	1.00	BASF
	SolaStay® S1	Ethylhexyl Methoxycrylene	1.00	Hallstar
B	Hallbrite® BHB	Butyloctyl Salicylate	5.00	Hallstar
	Avobenzone	Butyl Methoxydibenzoylmethan	3.00	-
	Water	Water	Q.s.	-
C	EDETA® BD	Disodium EDTA	0.10	BASF
	Glycerin	Glycerin	3.00	-
	Verdessence™ Xanthan	Xanthan Gum	0.15	BASF
	Eumulgin® VL 75	Lauryl Glucoside (and) Polyglyceryl-2 Dipolyhydroxystearate (and) Glycerin	3.00	BASF
	Eumulgin® SG	Sodium Stearoyl Glutamate	0.50	BASF
	Plantapon® ACG 50	Disodium Cocoyl Glutamate	0.80	BASF
	SensaFoam™ F 50	Cocamidopropyl Betaine	0.80	Kensing
	Perlastan® L30	Sodium Lauryl Sarcosinate	2.00	Schill & Seilacher
	TroyCare™ PE 91	Phenoxyethanol (and) Ethylhexylglycerin	1.00	-
	D	Campo Siddha Neer Ellam Gopi	Melia Azadirachta Leaf Extract (and) Melia Azadirachta Flower Extract (and) Aqua (and) Corallina Officinalis Extract (and) Betaine (and) Coccinia Indica Fruit Extract	0.70

PROCEDURE

1. Add each Phase A ingredient together and mix well until product is transparent. Add Phase B then heat to 45-50C.
2. In a separate beaker, combine Phase C and heat to 45-50C. Add Phase AB to Phase C and mix well. Homogenize then cool to room temperature.
3. Add Phase D and adjust pH to 5.5-6.5 if needed. Fill foam pump bottles at room temperature.

SPECIFICATIONS

pH @ 25°C: 5.50 – 6.50
 Viscosity @ 25°C: 200 – 500 cps
 Appearance: Pink, low viscosity liquid SPF: 25

FEATURES AND BENEFITS

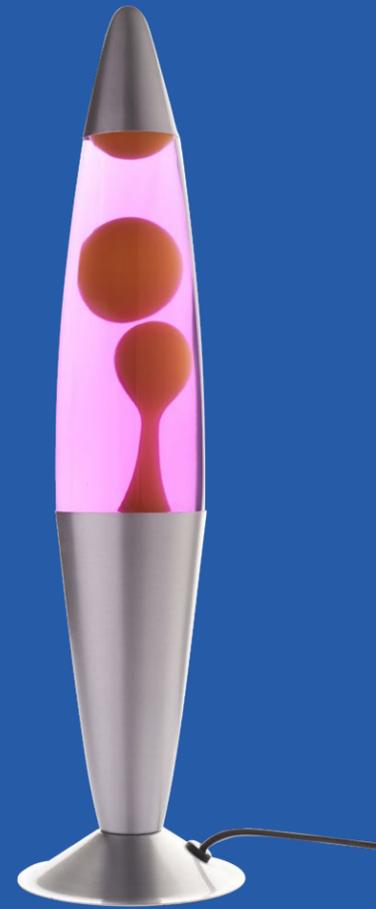
- Broad spectrum UV protection
- No white cast; Innovative format
- Spreads evenly on skin

HOW TO USE Pump a small amount of product onto clean hands. Work it into the face and body, reapply every two hours.

Ask Amanda



To create the 'lava lamp' appearance of the Lava Lamp Warming Serum, it is important to find the right balance between suspension and rheology of the water phase and density and viscosity of the oil phase. A water phase that is too thick and an oil phase that is not viscous enough will create streaks instead of bubbles. Using a thickener with excellent suspension properties and thickening the oil phase to a paste-like consistency is key to creating unique lava-like blobs.



[Lava Lamp Serum formulation >>](#)



DeWolf Chemical
an Azelis company
300 Jefferson Blvd
Warwick, RI 028880



Exfoliating Coconut Jelly Cube wins prestigious Allē Award

This bouncy all-over cleanser is made with renewable raw materials that glide over the skin to gently exfoliate and cleanse. The "Exfoliating Coconut Jelly Cube" revolutionizes skincare by transcending traditional cleansing and takes inspiration from edible beauty.



Beyond creating excitement, the Exfoliating Coconut Jelly Cube delivers:

- Gentle all-over body exfoliation
- Mild Cleansing
- Superior Foaming behavior

Keeping in line with Azelis' sustainability pillar, we have incorporated:

- Exfoliant particles that are 100% natural (ISO 16128) and upcycled
- Readily biodegradable ingredients comprising >50% of the formula



Contact your Account Manager for more information!

Discover unique you



PH: 562.236.5700 • dewolfchem.com • azelis.com