



**BOTANICA**  
— NATURAL PRODUCTS —

**BOTANICA** is an award-winning social enterprise that produces natural active ingredients for the personal care industry.

**Mission:**

To improve skin health by promoting the use of indigenous plants and traditional knowledge.

**BOTANICA** was established in 2009 and is situated in Limpopo Province, South Africa. The company developed an innovative, patented process to extract the active ingredients found in the indigenous South African plant, *Bulbine frutescens*.

*Bulbine frutescens* has traditionally been used throughout Southern Africa as a remedy for various skin and hair conditions.

**BOTANICA** produces and distributes cosmetic active ingredients including:

- 100% pure organically certified *Bulbine frutescens* leaf juice
- 100% pure organically certified Argan oil
- 100% pure organically certified Moringa oil
- 100% pure organically certified Baobab oil
- 100% pure Marula oil
- Refined Shea Butter



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**PREMIUM ANTI-AGERS IN HAIR CARE**

According to Kérastase, a L'Oréal Paris brand, melanin is known to account for hair colour. This macromolecule secreted by melanocytes is also responsible for texture and shine. Over time, numerous everyday aggressions (like UVA and UVB rays, pollution and stress) cause an accumulation of free radicals, which are responsible for the degradation of melanocytes.

To curb the effects of time on hair quality, Kérastase has launched Densifique Sérum Jeunesse, its first youth activator for hair. This product is said to contain a powerful antioxidant complex to preserve melanocytes, called anti-ox cellular. The complex includes the following four ingredients specifically chosen for their high-level antioxidant power:

- ferulic acid
- vitamin C
- vitamin E
- UV filter.



In 2014, the market saw an ongoing infiltration of products which provide added-value and supplementary benefits, with claims linked to ingredients that address specific hair concerns and are solution-oriented. Examples of these claims include moisturisation, conditioning hair thickening, scalp health and colour management.

**Conditioning agents**

At in-cosmetics 2015, Evonik launched Varisoft EQ 100 – a high performance hair conditioning agent. It is said to help balance consumers' desire for a beautiful appearance with the necessity to improve the sustainability profile of the hair care industry.

In most cultures around the world, consumers are looking for effective hair conditioning as a tool to maintain attractive and healthy hair. Increasingly, consumers want top performing products without compromising the environment.

Responding to this demand, Evonik, a global leader in the cosmetics ingredients market, has developed Varisoft EQ 100 (INCI proposed: Quaternium-98). This novel and premium hair conditioning agent is said to have exceptional performance and pronounced sustainability features.

According to the company, the 100 per cent active esterquat provides superior manageability, lubricity and softness to the hair, and outperforms leading market standards in both sensorial evaluations and technical measurements.

The sustainability profile of Varisoft EQ 100 supports a more environmentally conscious approach in the cosmetics industry. This is as a result of its:

- biodegradability
  - lower eco-tox profile compared to a common benchmark
  - cold-processability
  - primarily renewable, none palm-based feedstock.
- The conditioning agent is sold as a solvent-free and non-flammable liquid, providing customers a reduced risk during transport or production, and increased flexibility for processing.

Varisoft EQ 100 is suitable for a broad range of hair care applications, including conditioning rinses, hair conditioning sprays and treatments, conditioning shampoos, styling products and hair dyes.

Kao Chemicals, represented by CIM in South Africa, has introduced a new product, Danox HC-30. This conditioning agent is based on a synergistic combination of cationic surfactants and fatty alcohol.