

Collection of  
*Textures*  
2022



EFFERVESCENCE  
CRÉATEUR DE VOS IDÉES COSMÉTIQUES  
**LAB**



**EFFERVESCENCE**  
CRÉATEUR DE VOS IDÉES COSMÉTIQUES **LAB**

Effervescence LAB is an independent bespoke formulation laboratory serving cosmetics brands.

The laboratory develops exclusive skincare, personal care, and makeup formulas, with specific expertise in sun care and hot-pour products.

Every formula has its own unique signature and sensory appeal.

Effervescence LAB develops, tests, carries out industrial transposition, drafts the PIF, and acts as a go-between with your production site to become your technical resource in industrial manufacturing.

Effervescence LAB designs your ideas for cosmetics!

# EDITORIAL

Effervescence LAB offers a collection of ephemeral textures, each providing a truly inspiring sensory experience.

Effervescence LAB is unveiling all-new textures in response to emerging trends in product feel.

Discover our ephemeral collection, featuring a new approach to formula design based on sensory experience.

“ *In a sustainable future, where nature and science merge to inspire innovation and change.*

*Textures that are continually more enjoyable and modern than the last, always appealing to the senses in new ways.*

*Clean, activist, virtuous constructions.*

*Colors in a palette of slightly tinted whites: natural, subtle, and refined.*

*Milky, sorbet, soft, and rich textures that can even be infused or studded with of myriad melting petals.*

*A mild, elegant fragrance.*

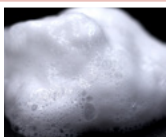
*Limitless creative possibilities to discover, imagine, and own as a catalyst for your projects!*

”

*Muriel Hibon*

## TRANSFORMATIONAL TEXTURES

- Infused serum
- Silky fluid-to-oil
- Milky cream-to-oil
- Milky cleansing oil

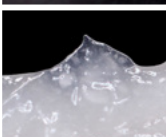


## EMOTIONAL TEXTURES

- Sorbet
- Tender
- Smooth
- Silky
- Cloud

## INNOVATIVE TEXTURES

- SPF 30-30 veil
- Deconstructed emulsion
- Marshmallow
- Tinted water foam





# INFUSED SERUM [N.04]

This Cosmos-certified serum creates an aqueous sensation when spreading, then slowly takes on a smoother, more comfortable feel as the inclusions disperse and are released on skin.



## TEXTURE INNOVATION

Aqueous serum and emulsion in suspension

## WHAT MAKES THIS TEXTURE UNIQUE?

- Star-studded appearance
- Substance in suspension
- Transformative texture
- Aqueous sensation followed by a comforting feel
- Cosmos-certified



## SKIN TYPE

Normal skin types

## HOW TO USE

Dispense with dropper and apply dabs to thoroughly cleansed and dried face, spreading lightly.

# SILKY FLUID-TO-OIL

## [I.O1-P.O1]

This Cosmos-certified milky serum spreads on lightly, then changes to an oily serum that procures an emollient sensation of intense comfort. Skin feels deeply refreshed and plumper.



### TEXTURE INNOVATION

Fluid-to-oil emulsion

### WHAT MAKES THIS TEXTURE UNIQUE?

- Milky appearance
- Lightweight feel when applied
- Transformative texture
- Leaves skin plumper
- Cosmos-certified

### SKIN TYPE

Normal, dry, and mature skin types

### HOW TO USE

Apply small dabs to thoroughly cleansed and dry face, spreading by massaging lightly until you can feel the texture loosen into an oil.



# MILKY CREAM-TO-OIL

## [A.04]

This Cosmos-certified, glossy, pure white cream spreads on lightly then transforms to deliver the feel of a richer, more enveloping oil.



### TEXTURE INNOVATION

Emulsion-to-oil

### WHAT MAKES THIS TEXTURE UNIQUE?

- Ultra emollient-rich texture
- Lightweight feel when applied
- Transformative texture
- Leaves skin nourished
- Cosmos-certified

### SKIN TYPE

Normal, dry, and mature skin types

### HOW TO USE

Apply small dabs to thoroughly cleansed and dry face, spreading by massaging lightly for a bit longer until you can feel the texture loosen into an oil.





# MILKY CLEANSING OIL [L.04]

Thorough makeup removal, deep cleansing, and moisturization all at the same time: this Cosmos-certified golden oil brimming with vegetable oils changes to a milky water during rinsing. Skin is cleansed of impurities and feels comfortable after rinsing.



## TEXTURE INNOVATION

Milky oil-to-water

## WHAT MAKES THIS TEXTURE UNIQUE?

- Golden oil
- Cleansing and rinsable
- PEG-free
- Transformative texture
- Comfortable sensation after use
- Cosmos-certified

## SKIN TYPE

Normal, dry, sensitive, and mature skin types

## HOW TO USE

Apply generously to dry skin and massage, then add a small amount of water to lather. Rinse thoroughly to remove impurities from the skin.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



100%



Yes



RSPO



COMPLIANT



< €11.50



COMPLIANT



9



# emotional

textures

These textures with high sensory appeal fit squarely with clean beauty principles, earning Yuka scores of 100%.

They are vegan and perfectly in line with green trends, but don't compromise on the sensory experience.

They awaken the emotions and feel great to apply.



# SMOOTH [B.02]

With a rich, luscious texture, this emulsion features a smooth, rich spread.



## TEXTURE INNOVATION

Layered emulsion

## WHAT MAKES THIS TEXTURE UNIQUE?

- Luxurious emulsion
- Emollient without leaving residue or a greasy film
- Leaves skin supple and springy
- Skin feels comfortable

## SKIN TYPE

Normal, dry, and mature skin types

## HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading lightly par effleurment.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



97.04%



No



RSPO



COMPLIANT



< €6.50



COMPLIANT



23

# TENDER [E.03]

Smooth, melting emulsion. This divine emulsion spreads with subtle smoothness and envelops skin in a veil of comfort.



## TEXTURE INNOVATION

Macro-emulsion

## WHAT MAKES THIS TEXTURE UNIQUE?

- Ultra-smooth emulsion when applied
- Translucent appearance

## SKIN TYPE

Normal skin types

## HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spread lightly.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



98.72%



No



RSPO



COMPLIANT



< €3.50



COMPLIANT



20

# SORBET [G.01]

This extraordinary texture, which looks rich at first glance, melts like sorbet on the skin and acquires a tender, comfortable feel as it is applied.



## TEXTURE INNOVATION

Macro emulsion, half gel, half cream  
Highly noticeable quick break effect

## WHAT MAKES THIS TEXTURE UNIQUE?

- Melting gel texture
- Lightweight sensation thanks to the quick break effect
- Perception of comfort after application

## SKIN TYPE

Normal and combination skin types

## HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading lightly.



# SILKY

## [S.02]

This gel balm features a firm, bouncy texture. It spreads like a gel, then delivers its emollient content to procure a highly nutritive sensation.



### TEXTURE INNOVATION

Gel balm

### WHAT MAKES THIS TEXTURE UNIQUE?

- Gel balm
- Firm and bouncy to the touch; it spreads like a gel and releases its melt-in butter content when applied

### SKIN TYPE

Normal, dry, and mature skin types

### HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading lightly.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



96.06%



No



RSPO



COMPLIANT



<€14



COMPLIANT



26

# CLOUD

## [0.06]

This milky foam-to-oil delivers the lightweight feel of a foam yet spreads like a serum, then transforms into an oil to provide a sensation of richer emollience.



### TEXTURE INNOVATION

Moisturizer foam

### WHAT MAKES THIS TEXTURE UNIQUE?

- Foam serum
- Double transformation: foam to emulsion, emulsion to oil
- Satiny skin

### SKIN TYPE

Normal, dry, and mature skin types

### HOW TO USE

Apply small dabs to thoroughly cleansed and dried face, spreading by massaging lightly for a bit longer until you can feel the texture change into an oil.







# SPF 30-30 VEIL

## [J.02]

This ultra-lightweight urban veil protects against UV rays with UVB and UVA protection factors of 30 each. A true innovation, this high UVA:UVB protection ratio comes with the lightweight feel of a moisturizer.



### TEXTURE INNOVATION

Ultra-lightweight fluid  
UVB:UVA ratio = 1

### WHAT MAKES THIS TEXTURE UNIQUE?

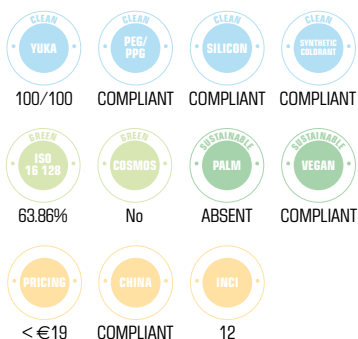
- Fluid
- Bare skin sensation

### SKIN TYPE

Normal and mature skin types

### HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading lightly.



# DECONSTRUCTED EMULSION [D.O1-P.O1]

With the appearance of a dense gel, this hybrid texture is studded with melting particles that merge together when applied to procure the comforting feel of an emulsion. The fresh texture transforms into a velvety veil.



## TEXTURE INNOVATION

Macro-emulsion

## WHAT MAKES THIS TEXTURE UNIQUE?

- Fresh texture
- Lightweight, cool sensation
- Velvety skin
- The "visibly active" claim can be used thanks to particles you can see

## SKIN TYPE

Normal skin types

## HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading with light massage strokes.



# MARSHMALLOW

## [T.03]

These little single-dose skincare cubes are travel-friendly while also providing a sensory experience as subtle as that of an emulsion cream.



### TEXTURE INNOVATION

Single-dose with no additional packaging

Residue-free application

Sensory experience

### WHAT MAKES THIS TEXTURE UNIQUE?

- Solid
- Melts when applied
- Leaves no residue

### SKIN TYPE

Normal skin types

### HOW TO USE

On thoroughly cleansed and dried skin, rub the skincare cube all over the face, dabbing and spreading with light massage strokes.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



98.61%



No



RSPO



COMPLIANT



<€4



COMPLIANT



18

# TINTED WATER FOAM [P.O1]

Its visual appearance as an aqueous bi-phase lotion will turn heads. After mixing, one dose changes into a lightweight foam that breaks down when applied to leave an even veil.



## TEXTURE INNOVATION

Tinted bi-phase  
Lightweight foam

## WHAT MAKES THIS TEXTURE UNIQUE?

- Aqueous bi-phase foam
- Lightweight texture
- Perfect complexion results

## SKIN TYPE

Normal skin types

## HOW TO USE

Apply dabs to thoroughly cleansed and dried face, spreading lightly.



100/100



COMPLIANT



COMPLIANT



COMPLIANT



98.65%



No



RSPO



COMPLIANT



< €13.50



COMPLIANT



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