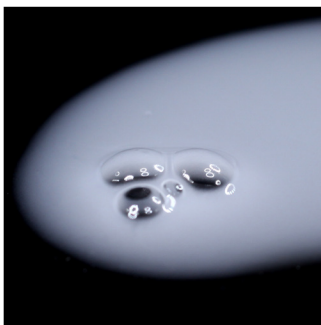
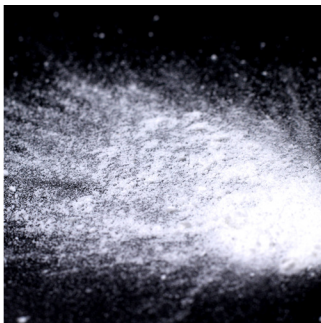


2021
textures
Collection

New idea edition: plant a seed and watch it grow!



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, 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!

EDITO

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.

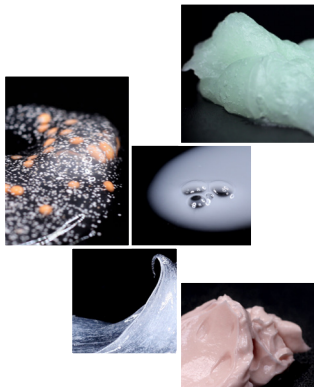
“

Driven out of our comfort zone and committed to pushing boundaries, we set the bar high to assert our enthusiasm and eagerness to innovate and deliver the best. Our new collection strives to integrate all the codes of these expected changes:

- new application techniques, solid cosmetics*
- zero waste*
- clean*
- natural*
- ungendered, sheer, aquatic, fresh*
- simple*
- hedonistic and brimming with positive emotions!*

Enter our new world and discover the seeds of your ideas!

Muriel Hibon



BUILDING BLOCKS

- Soufflé Cleanser
- Milky Serum
- Complexion Water
- White Mask
- A Touch of Radiance

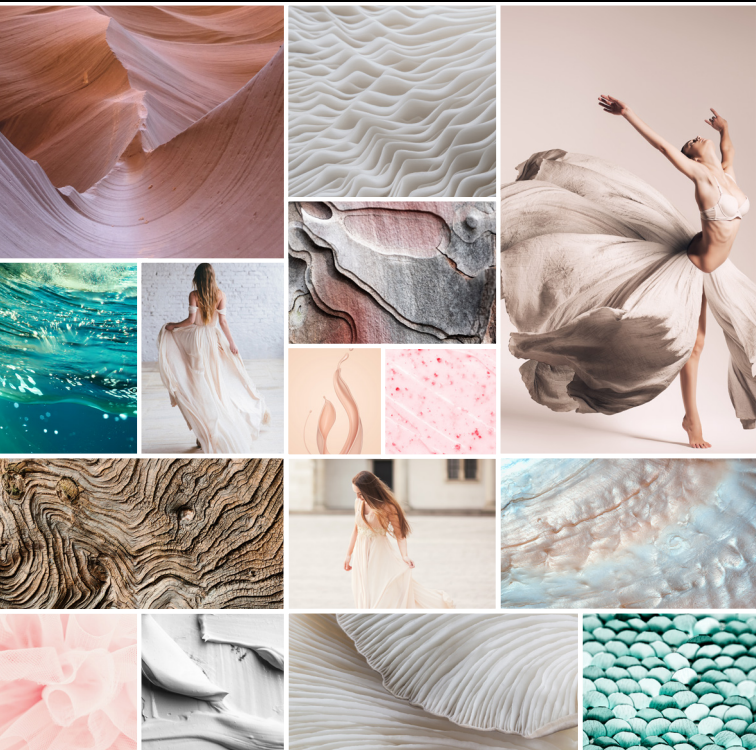
SOLID COSMETICS

- Powder
- Skin-Conditioning Cube
- Complexion Cube
- Sun Care Cube
- Magic Balm



BUILDING *blocks*

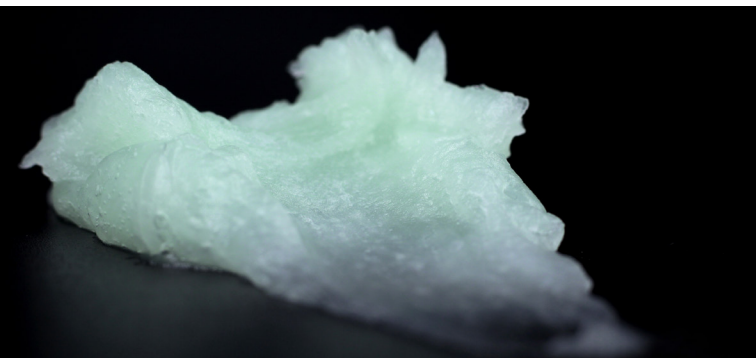
These formulas stand out through the purity of their composition, with textures that are lightweight, milky, aquatic, sheer, and luminous. Containing a high percentage of natural ingredients, they are vegan, allergen-free, and in line with the clean cosmetics movement.



SOUFFLÉ CLEANSER

[MO4]

Its frosty, lightweight, soufflé gel texture feels cool when applied. Massaging the product on cleanses the skin and transforms the texture to give it a white appearance, indicating that it can be rinsed off to carry away impurities. Skin is clean, fresh, and toned.



TEXTURE INNOVATION

Frosty gel with an airy appearance

WHAT MAKES THIS TEXTURE UNIQUE?

- Soufflé gel
- New cleansing technique
- Transformative texture
- Leaves skin feeling fresh

ISO 16 128	COSMOS	INCI
96,98	no	16
SILICONE	PEG/PPG	YUKA SCORE
no	no	86/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 5,50

MILKY SERUM

[G02]

This highly fluid serum is an ultra-fine emulsion that penetrates and refreshes the skin, plumping it up.



TEXTURE INNOVATION

Micro-emulsion

WHAT MAKES THIS TEXTURE UNIQUE?

- Ultra-fluid serum
- Milky appearance
- Very quickly absorbed
- Leaves skin plumper

ISO 16 128	COSMOS	INCI
97,76	no	19
SILICONE	PEG/PPG	YUKA SCORE
no	no	100/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 4,50

COMPLEXION WATER

[H04]

This sheer complexion water is infused with a myriad of pigments hidden in light pink spheres to deliver color when applied.

The result looks incredibly natural and deposits a veil that gives the complexion a flawless finish.



TEXTURE INNOVATION

Sheer gel to enhance the complexion

Hidden pigments

WHAT MAKES THIS TEXTURE UNIQUE?

- Fresh gel that deposits a tinted veil
- New makeup technique
- Transformative texture
- Leaves a bare-skin finish



ISO
16 128

97,06



COSMOS

no



INCI

23



SILICONE

no



PEG/PPG

no



YUKA
SCORE

90/100



VEGAN

yes



CHINA

yes



PRICE
(€/KG)

< 13,0

WHITE MASK

[N04]

This honey-like, practically transparent texture feels dense and generous when applied. It envelops and melts onto the skin. It's like a "yoga" mask that can be massaged to transform its texture to a stark white veil that shows exactly where it has been applied.



TEXTURE INNOVATION

Translucent gel

Dense and enveloping when applied

Transforms when massaged

WHAT MAKES THIS TEXTURE UNIQUE?

- Honey-like texture
- Transformative texture
- Easy to rinse off

ISO 16 128	COSMOS	INCI
96,81	yes	11
SILICONE	PEG/PPG	YUKA SCORE
no	no	100/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 6,50

A TOUCH OF RADIANCE

[003]

As springy as a marshmallow, this texture has an extremely soft feel and leaves a porcelain finish for a perfect complexion.



TEXTURE INNOVATION

Bouncy gel

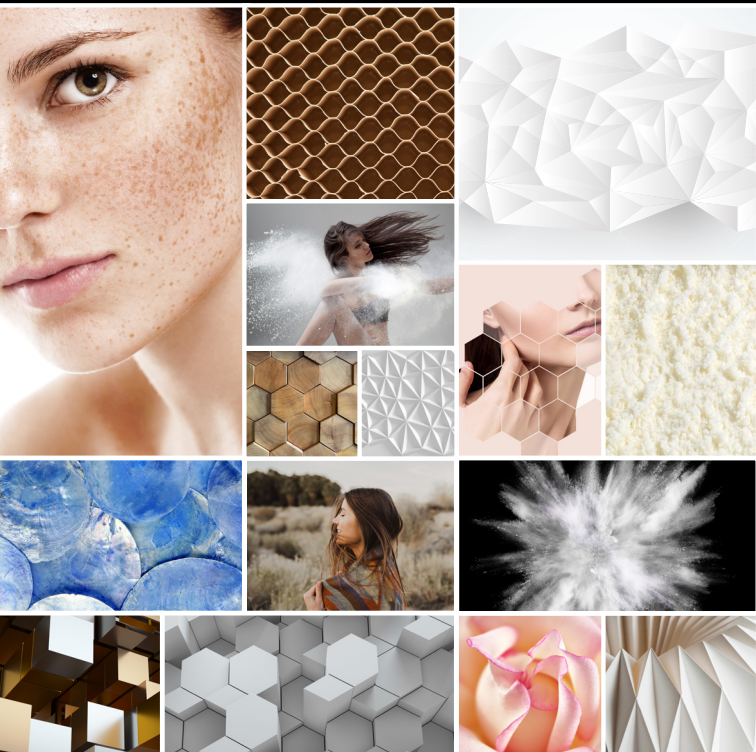
WHAT MAKES THIS TEXTURE UNIQUE?

- Springy texture
- Porcelain finish
- Soft skin

ISO 16 128	COSMOS	INCI
97,07	no	24
SILICONE	PEG/PPG	YUKA SCORE
no	no	83/100
VEGAN	CHINA	PRICE (€/KG)
yes	no	< 10,0

COSMETICS *solid*

These cube, powder, and balm textures stem from the trend of responsible, alternative, environmentally-friendly consumer habits. Without diminishing sensory appeal, solid cosmetics reinvent beauty techniques and create a new sensory experience.



POWDER

[A02]

This light powder cleanser transforms upon contact with water and lathers into a creamy, enveloping mousse.

This water-free, travel-friendly, ultra-concentrated cleanser is a must-have for cleansing skin.



TEXTURE INNOVATION

Ultra-gentle cleanser in powder form

WHAT MAKES THIS TEXTURE UNIQUE?

- Light powder
- Transformative texture
- Thick lather

ISO 16 128	COSMOS	INCI
86,80	no	7
SILICONE	PEG/PPG	YUKA SCORE
no	no	100/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 18,0

SKIN-CONDITIONING CUBE

[B03]

This skin-conditioning cube melts onto the skin, delivering the comfort of a moisturizing cream.

When applied, its texture transforms to reveal the fresh feeling of the water contained at its core.



TEXTURE INNOVATION

Solid emulsion

WHAT MAKES THIS TEXTURE UNIQUE?

- Solid skin conditioner
- Transformative texture
- Melting, fresh sensation

ISO 16 128	COSMOS	INCI
74,5	no	19
SILICONE	PEG/PPG	YUKA SCORE
no	no	43/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 14,50

COMPLEXION CUBE

[E04]

With a staggering 90% natural ingredients, this complexion cube melts onto skin and evens out the complexion just like iconic silicone-based foundations.



TEXTURE INNOVATION

Solid, silicone-free, flawless skin results

WHAT MAKES THIS TEXTURE UNIQUE?

- Solid
- Melt-on-your-skin, powdery finish
- Even complexion when applied
- Long-lasting

ISO 16 128	COSMOS	INCI
90,83	no	19
SILICONE	PEG/PPG	YUKA SCORE
no	yes	100/100
VEGAN	CHINA	PRICE (€/KG)
no	yes	< 41,50

SUN CARE CUBE

[Q02]

This sun care cube is the ultimate travel-friendly product, providing urban protection from UV rays. It is both pleasant and comfortable when applied, leaving a completely transparent finish.



TEXTURE INNOVATION

Solid

Measured SPF 50+

WHAT MAKES THIS TEXTURE UNIQUE?

- Solid
- Transparent after application

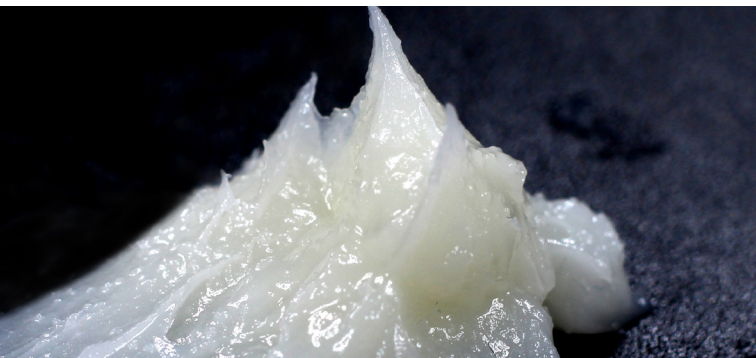
ISO 16 128	COSMOS	INCI
71,78	no	16
SILICONE	PEG/PPG	YUKA SCORE
no	no	21/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 35,50

MAGIC BALM

[PO1]

This emergency balm can be applied to any small area in need of extra care and comfort.

It melts onto your skin, delivering a sensation of nourishment and intense comfort.



TEXTURE INNOVATION

Anhydrous balm with a supple texture

WHAT MAKES THIS TEXTURE UNIQUE?

- Voluptuous, melting balm
- Soft feel
- Intense nourishment

ISO 16 128	COSMOS	INCI
99,99	no	11
SILICONE	PEG/PPG	YUKA SCORE
no	no	100/100
VEGAN	CHINA	PRICE (€/KG)
yes	yes	< 14,0

EFFERVESCENCE
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