

norevo



Natural raw ingredients for cosmetics

:always natural

norevo

Global. Sustainable. Innovative.



We are pleased to give you an insight into Norevo's range of cosmetics and care products with this brochure. Natural raw ingredients, and specialty ingredients derived from them, have been our driving force for more than 120 years.

Norevo at a glance

- » Privately owned and independent
- » 210 employees worldwide from 18 nations
- » 5 production sites on 5 continents
- » In-house laboratory for R&D and product analysis
- » Customers in 79 countries

Natural raw ingredients – innovatively developed

Natural, pure, and sustainably produced raw materials are the basis on which we produce ingredients for our industrial partners.

Whether honey, licorice extract, gum acacia, or other fine raw ingredients – our products meet the high standards of the food, confectionery, and beverage industries. Our international customers from the pharmaceuticals and cosmetics sectors appreciate their long-standing partnership with Norevo.



We act in a spirit of partnership and fairness

It has always been our top priority to cooperate fairly and in partnership with our raw ingredient producers – in many cases, this holds true for generations. Thanks to our locations all over the world, we are regionally anchored and interconnected.

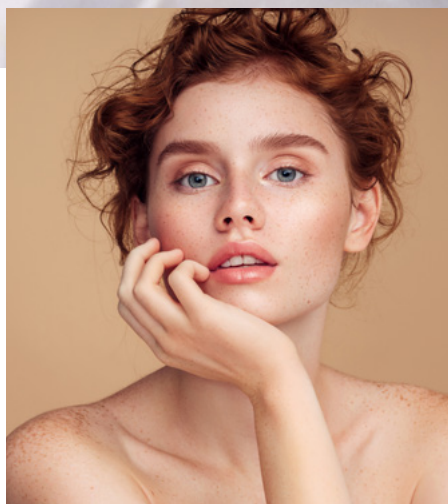
This is the only way to ensure that our raw ingredients are of top quality from their very origin and produced in an environmentally sustainable manner. These strong partnerships provide us – and you – with a stable global supply chain. As a responsible company, we view certifications, sustainable procurement channels, transparent supply chains, and complete compliance all around the world as a key task – and happily and voluntarily go beyond existing standards to this end.

» To us, naturalness is more than just a trend. It is part of our DNA. «

Johannes Wolff, Managing Director



Cosmetics – naturally with the best raw ingredients



Natural cosmetics are “in”. Yet, their ingredients have been known for their positive properties for centuries. The substances most widely used are waxes, oils, honey, and other bee products. Moreover, natural substances such as gum acacia and agar-agar lend cosmetics an ideal texture.

We source our raw ingredients from all over the world. In the process, we place great value on the complete traceability back to their origin. Our close and cooperative partnerships with local producers allow us to ensure the sustainable and consistent quality of our raw ingredients on the spot.



Sustainable and responsible – for nature and people

We have our products certified according to various standards, offer diverse organic qualities, and fulfill even the most stringent processing requirements for a wide range of industries.

We support social initiatives, particularly in the countries where we operate as a company:

- ▶ In Ethiopia, Tanzania, and Benin, we cooperate with local NGOs and other partners, e.g., to combat youth unemployment and train beekeepers.
- ▶ Together with our suppliers in Brazil, we attach great importance to ensuring adequate working conditions.
- ▶ In Benin, we collaborated with other companies and the local organization PJUD to build a 75-meter-deep well with solar cells. This well enables 120 school children to attend school as it spares them their daily arduous walk to the next well nine kilometers away.

With the aim of protecting the environment and ensuring a sustainable supply of precious raw ingredients, we get involved in regional activities, as the below examples show:

- ▶ With the “Initiative for Responsible Carnauba”, we help to preserve biodiversity in northeast Brazil.
- ▶ Our candelilla wax is exclusively sourced from producers who strictly adhere to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).
- ▶ Within the EU, we are the only supplier of COSMOS-certified candelilla wax that meets the highest organic and natural cosmetics standards.
- ▶ We organized a planting activity for gum trees to safeguard the stock of acacia trees.
- ▶ In Benin and Ethiopia, we support organic beeswax projects.





Decorative cosmetics and care products

Small dosage, great effect:
Our raw ingredients are an essential component of cosmetics and care products. They lend skin and hair care products, lipsticks, and mascara the right texture as well as valuable care properties.



Waxes are indispensable companions when producing natural cosmetics. They nourish intensely and cover the skin with a fine protective layer, thus protecting it from external influences – especially from the loss of moisture.

For a glamorous appearance

As carriers for cosmetic raw ingredients, such as essential oils and active substances, waxes and hardened oils make sure that these substances are slowly released to the skin. They are particularly indispensable in decorative cosmetics, giving them the desired gloss and keeping their pigments stable in the formulation process. Except for beeswax, all our waxes and hardened oils are vegan.

Waxes and hardened oils mainly differ with respect to their melting point and strength. The higher the share of wax in the fat phase of a cosmetic product, the stronger the final product.

The power of nature on your skin

In addition to waxes and hardened oils, our range of natural cosmetics includes hydrocolloids as stabilizing agents as well as valuable bee products such as royal jelly and honey.



Waxes: Molding agent and care

As with all our products, we attach value to the highest certification standards for our range of waxes. Moreover, we pay heed to processing techniques that are as gentle as possible.

Beeswax

Beeswax is insoluble in water and attracts water molecules from the air. The effect: a kind of moisture depot that keeps your skin silky for a long time, making it feel permanently nourished and relaxed. Thanks to its slightly antiseptic and thus anti-inflammatory effect, beeswax is reported to help with irritations and even eczema. It contains plenty of vitamin A, helping the skin to regenerate, stay elastic, and prevent the formation of wrinkles.

Application areas

Creams & lotions, cold creams, hand creams, and lip care products

We source our beeswax from all over the world. Its traceability back to individual beekeepers is an important aspect of our quality understanding.



Carnauba wax

Vegan, fragrance-free, and suitable for allergy sufferers: Carnauba wax is the perfect addition for vegetable natural cosmetics. Thanks to its high melting point, it retains its texture even at warm temperatures and when exposed to the sun. The wax provides stability, e.g., in lipsticks, and caters for a beautiful and long-lasting shine. It makes products such as sunscreen and make-up waterproof. Its slightly film-building effect helps to keep moisture in your skin and hair.

Our expert tip

Carnauba wax is a vegan alternative to beeswax. Ideally, beeswax is replaced with 50% carnauba wax and 50% jojoba wax.

Application areas

Ointments, creams & lotions, lip care products, and pencil formulations

NEW

Bioethical Carnauba Standard

We exclusively import 100% bio-ethical carnauba wax from Brazil. Alongside our local partners, we are committed to improving the living standards of workers and their families. Another important and decisive issue is the traceability of wax right to the harvest fields.



Candelilla Wax

Candelilla wax has a high melting point, high strength, nice shine, and oil-binding properties. Moreover, it provides for a good adhesion to the skin, and it is edible.

These properties make candelilla wax an ideal ingredient for cosmetics. Most importantly, it enhances the stability of lipsticks and other pencil formulations. Candelilla wax is also popular in hair conditioners, making the hair shine, feel rich, and easier to comb.



EXCLUSIVE

COSMOS-certified candelilla wax for organic products

As an exclusive partner of the manufacturer Multiceras, we distribute candelilla wax that complies with the high organic and natural cosmetics standard COSMOS throughout the EU.

Norevo sources candelilla wax exclusively from producers who strictly adhere to the CITES Convention – which was also signed by us. Moreover, our suppliers are committed to complying with the guidelines of the Ethical Trading Initiative and the UN Global Compact.

CITES stands for "Convention on International Trade in Endangered Species of Wild Fauna and Flora".

Berry wax

Berry wax is often used as an alternative to beeswax. It is an excellent stabilizing agent with moisturizing properties; moreover, it caters for a good spreading behavior on the skin. Due to its low melting point, it produces a very soft texture and improves the sensory properties of oil-in-water emulsions. Berry wax is also a good additive for oil gels, lipsticks, and mascaras.



Rice bran wax

The yellowish-white rice bran wax is extracted from rice hulls. It is highly hydrophobic and forms rather soft oil gels. Therefore, it primarily serves as a stabilizing agent in emulsions and is used, among other things, for cosmetic pencils.

Our expert tip

Rice bran wax can be used in peelings as an alternative to microplastics.



Sunflower wax

Sunflower wax is quick to emulsify and has excellent oil-binding properties. It protects the skin and builds a pleasant film. In the cosmetics industry, it is primarily used to maintain the desired consistency of lip care pens, creams, or body butter.



Hardened oils – natural strength for skin and hair

In natural cosmetics, hardened oils serve as an ideal alternative to micro-crystalline waxes. Our skin-friendly base oils contain valuable nourishing substances.

Hardened rapeseed oil

Our fully hardened rapeseed oil has a soft and creamy texture and can be used in various cosmetic formulations for skin, hair, and nail products. We provide two types of oils:

- ▶ **High erucic acid rapeseed oil:** with a high share of unsaturated fats and a low melting point (61-66°C)
- ▶ **Low erucic acid rapeseed oil:** with a small share of monounsaturated fats and a melting point of 68-74°C.



Hardened sunflower oil

Fully hardened sunflower oil is obtained from sunflower seeds. Its melting point is at about 69-73°C. It serves as a film-building component in cosmetic products and caters for a soft and smooth skin surface.

Application areas

Skin, hair, and nail care products, lipsticks

Honey and bee products – the best from the bees



Royal jelly

Royal jelly is the food juice that makes the queen of a bee colony strong. As humans, we can also use of the positive properties of bee products to our advantage. Royal jelly contains numerous fatty acids, vitamins, trace elements, minerals, and amino acids and is reported to have an antiseptic effect. Moreover, it contains 10-HDA, which is approved for use in the cosmetics industry within the EU and supposedly stimulates the production of collagen in the skin while protecting it against UV damage. As a component of ointments and creams, royal jelly has an anti-aging effect for a radiant skin.

Honey

Honey is a natural moisturizer for the skin, making it elastic and protecting its cells. It has an antibacterial and calming effect. We also offer germ-reduced honey (low bac honey) for the use in microbiologically demanding products, such as cosmetics. We have developed a thermal process for this purpose. Our sensitively balanced heating procedure effectively reduces the spores of the bacterium *Clostridium botulinum*. As part of our quality assurance, our laboratory checks the microbiological parameters of each and every batch.

Norevo also offers certified organic and Fair Trade honeys. Thanks to our close partnerships around the globe, we see it as a matter of course to trace our products back to their origin. Our extensive quality assurance procedures guarantee that our honeys always leave the company in the highest quality.



Natural hydrocolloids – for an ideal consistency

Gum acacia

Gum acacia is derived from the resin of the African acacia tree. This uniquely polyfunctional hydrocolloid can be used for diverse industrial applications. It has excellent film-building and stabilizing properties as well as good emulsifying properties. As a natural adhesive, it is an ideal ingredient for mascara and hair spray. Gum acacia is used as a texturizer in creams, lotions, masks, and decorative cosmetics.

As an international supplier of gum acacia, we have more than 100 years of experience in the procurement and refining of this raw ingredient from Africa.



Agar-agar

Agar-agar is extracted from dried algae. As a natural, hot-water-soluble hydrocolloid, it serves as a gelling and thickening agent in natural cosmetics. It provides moisture and silkiness in lotions and facial masks. Moreover, agar-agar is particularly rich in iron and magnesium.

Norevo is a world-renowned agar-agar specialist with extensive knowledge on this algae hydrocolloid, its geographical harvest regions, and its properties. In close cooperation with Setexam, one of the world's leading agar manufacturers in Morocco, we supply different qualities of agar-agar and organic agar.



Cosmetics ingredients

PRODUCT		Beeswax	Carnauba wax	Candelilla wax	Berry wax	Honey
DELIVERY FORM	Liquid	-	-	-	-	✓
	Powder	-	✓	✓	-	✓
	Pastilles	✓	✓	✓	✓	-
	Flakes	-	✓	✓	-	-
	Plates	✓	-	-	-	-
	In water	✓	✓	✓	✓	-
	In oil	✓	✓	✓	✓	-
QUALITY & DECLARATION	Food category	E901	E903	E902	-	✓
	Cosmetics category INCI	Cera Alba	Copernicia Cerifera Wax	Euphorbia Cerifera Wax	Rhus Succedanea Fruit Cera/ Rhus Verniciflua peel Cera	Mel
	Pharma class	✓	✓	✓	✓	✓
	Technical class	✓	✓	✓	✓	✓
CERTIFICATES	Kosher	✓	✓	✓	✓	✓
	Halal	✓	✓	✓	✓	✓
	EU BIO	✓	✓	-	-	✓
	Ecocert	✓	✓	-	-	-
	Cosmos	✓	✓	✓	✓	-
SEGMENTS	Body care	✓	✓	✓	✓	✓
	Decorative cosmetics	✓	✓	✓	✓	✓

Royal jelly	Gum acacia	Agar-agar	Sunflower wax	Rice bran wax	Hardened oils
✓	-	-	-	-	-
✓	✓	✓	-	-	-
-	-	-	✓	✓	-
-	-	-	-	-	✓
-	-	-	-	-	-
-	-	-	✓	✓	✓
-	-	-	✓	✓	✓
✓	E414	E406	-	-	✓
Royal Jelly	Acacia Senegal Gum	Agar, Agar-Agar	Helianthus Annuus Seed Wax	Oryza Sativa (Rice) Bran Wax	Hydrogenated Rapeseed Oil, Hydrogenated Sunflower Oil
✓	✓	-	-	-	-
✓	✓	✓	✓	✓	✓
-	✓	✓	✓	✓	✓
✓	✓	-	✓	✓	✓
-	✓	✓	-	-	-
-	-	-	-	-	-
-	in Application	-	-	-	-
✓	✓	✓	✓	✓	✓
-	✓	✓	✓	✓	✓



Honey & Bee Products

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Waxes

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Hydrocolloids

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You have questions on our products, manufacturing processes, or conditions of sale? Please contact us at norevo.de/en/contact.



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