



# Ms. Clean Cleansing oil

10mL



98.25 %  
natural  
ingredients

87 % formula  
made with SOPHIM  
ingredients

78.9 % formula  
made with organic  
ingredients

# 4 Ms. Clean

SOPHIM is proud to offer a formula answering :

Consumers' needs

Care + practicality

While efficiently removing diverse make-up products, Ms.Clean allows the consumer to enjoy delicate ingredients, respectful of their skin and gentle to the lipid barrier.

An ally to remove one's makeup while respecting the skin integrity.

Market trends

Skinimalism

The formula contains less than 10 ingredients, focusing on efficient and multipurpose cosmetic elements.

98.25% natural ingredients (Cosmos PPAI%)

Calculated by our formulation partner base on the ISO 16128 naturality index of each raw materials.

Formulators challenges

Sensory balance

The ratio between Phytosqualan & Biophytosebum was carefully thought out by our formulation partner.

Sustainability concerns

Glass packaging  
No heat



# 4 Ms. Clean

## The power of Olive Oil

Cleansing oil's qsp is usually made with sunflower oil. The advantage of using Olive Oil lies in its gentle cleansing properties. Its richness in unsaturated fatty acids benefits the lipid barrier. Olive oil is also renowned for its universality, suiting all skin types.







## Phytosqualan & Biophytosebum: sensory actives

Both squalane and squalene offer moisturisation, and more. These star-ingredients also allow to bring sensory balance to the formula; the ratio between the 2 ingredients has been carefully thought out.

Indeed, Phytosqualan allows to offer a dry, subtle feel, while Biophytosebum allows to bring comfort, along with more substance to the formula. This sensory complementarity provides a touch that is both subtle and round, for a well-balanced formula.

## Jojoba & Castor oil: useful formulation assets

- Jojoba oil: offers many properties among which: hydration, nourishing, and is also a formulation asset: easy to mix, good penetration, lighter touch than other oils, no shiny film.
- Castor oil: polar thanks to its -OH (hydroxyl) group. The polarity of castor oil brings stability to the formula, and an ease in emulsifying. It is also a syrupy oil that adds a sensory dimension.

PHASE	INCI	NAME	SUPPLIER	%
A	Olea Europaea Fruit Oil	Olive Oil OR DEO		51.9
A	Simmondsia Chinensis Seed Oil	Jojoba Oil OR VIR		12
A	Olive Oil Decyl Esters (and) Squalene	Biophytosebum OR		11
A	Polyglyceryl-4 oleate (HLB* value=10)			10
A	Squalane	Phytosqualan		8
A	Ricinus Communis Seed Oil	Castor Oil OR VIR		4
A	Polyglyceryl-4 oleate (HLB* value=8)			3
A	Tocopherol (and) Helianthus Annuus Seed Oil	SKINFEEL TOCO 70 NON-GMO		0.1

\*HLB: Hydrophile-Lipophile Balance Value: the ratio of hydrophile group to lipophile group

**Procedure:** Mix all ingredients. Heat at 40° C after adding the Polyglyceryl-4 oleate.

**How to use?** Apply with fingers to dry face, eyes closed. Emulsify by massaging gently with a little water. Rinse off with water.

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