

BERACA
COP 12



BRAZILIAN CHALLENGES

HOW

CAN WE

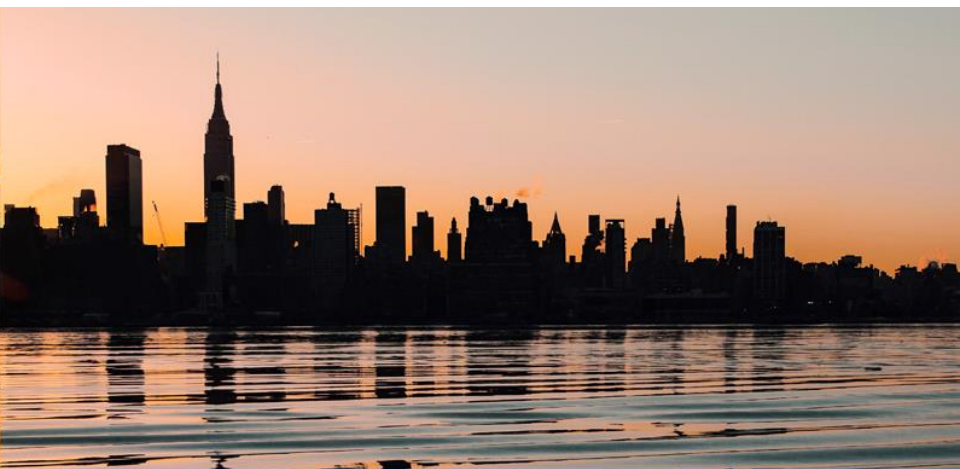
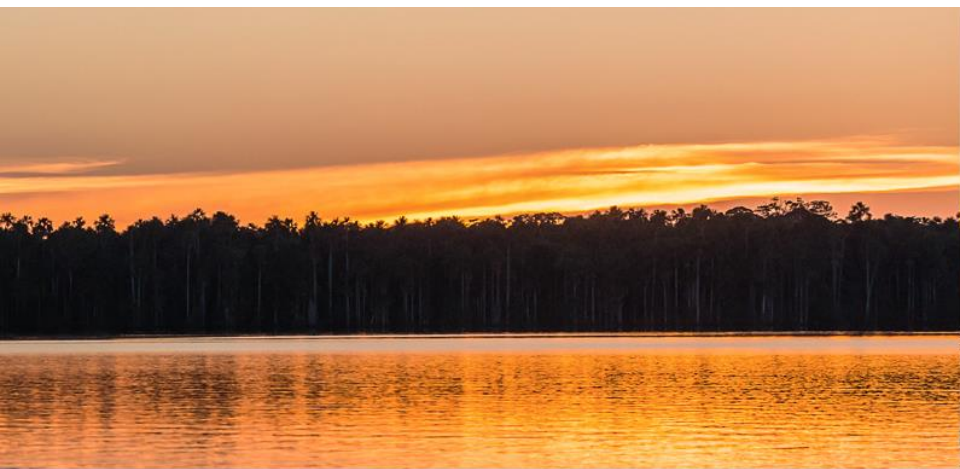
BRING IT ALL

TOGETHER

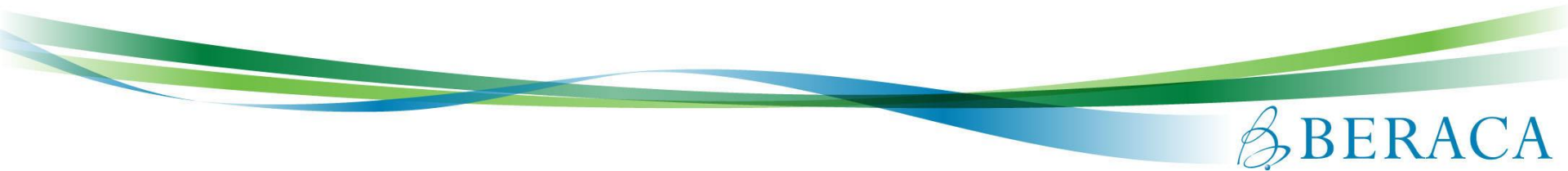




Brazilian Biodiversity Active Ingredients



WE BRIDGE
BIODIVERSITY





- 6 States
- 50 Cooperatives
- 160 Communities
- 2.500 Families
- 7.500 People

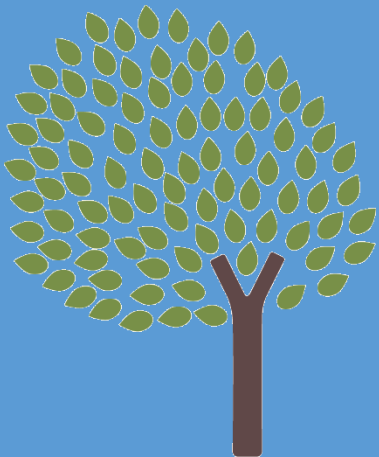
**Sociobiodiversity
Enhancement
Program®**



A PROGRAM THAT VALUES SUSTAINABILITY

The philosophy that supports Beraca in the HPC market gave the shape for an especial initiative in 2000, when it was created the Sociobiodiversity Enhancement Program®.

Because of it, some important goals were already achieved:

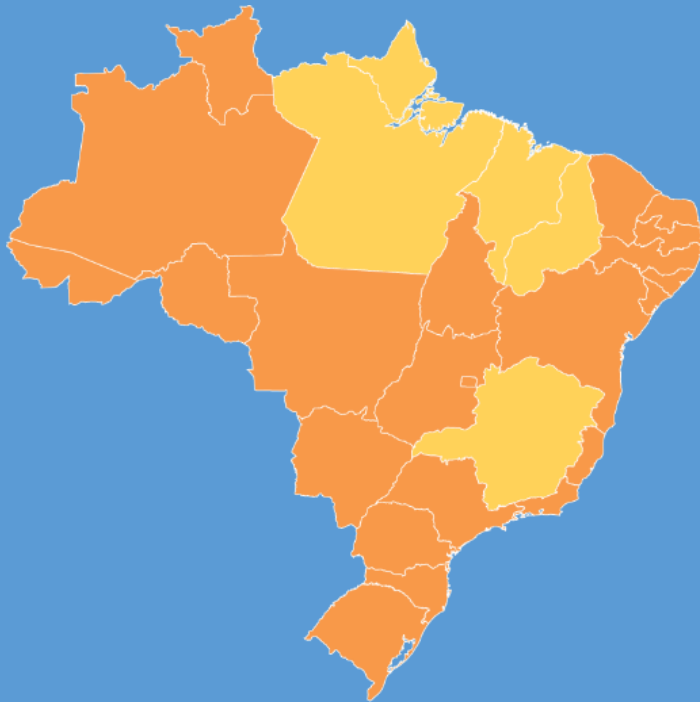


RESULTS



More than **2.500** families supported

RESULTS



In other words, that means **160 communities** located in the states of Pará, Amapá, Amazonas, Maranhão, Piauí and Minas Gerais.

FROM COMMUNITY TO THE WORLD



As we told before, thanks to the Program of Beraca the communities export their products to more than 40 countries, playing an important role in the global market not just in economics dimension but also – and mainly – in the social dimension.

RESULTS



More than **1.5 million of hectares** are certified as organic production area by **ECOCERT**



Brazilian Biodiversity Active Ingredients



Brazilian Biodiversity Active Ingredients





Measureable benefits to communities and environment

Açaí harvesting correlation



BEST PRACTICES FOR ALL

Stakeholders Commitment

In 2010 was established the “Beracom – Dialogue, Community Leadership and Partners in the Amazon region”. During the event are held different activities, such as training workshops about sustainable harvesting. The main goals are to listen the community and to update than in global and Brazilian agenda.

Nowadays, the event takes three days and is totally supported/sponsored by Beraca. Year after year we can see a significant increase of public and a strong presence of government authorities - municipal, state and federal. In 2015 it will be scheduled the sixth meeting without interruptions.



Stakeholders Commitment





PACE

Piauí – Água,
Cidadania e Ensino

Water

Citizenship

Education

Curimatá – PI
Before the project



Curimatá – PI
After the project



Project with clients

Kiehl's



S I N C E 1 8 5 1

Project with **clients**



Project with clients



Be in touch with your **suppliers**



Be in touch with your **suppliers**



Be in touch with your **suppliers**



Customized Results Measurement

After a three year partnership period, Lush will be able to share with its stakeholders the complete evaluation of social and economic impacts linked to the communities responsible for producing the raw material used by Beraca during the manufacturing process.

More than just "work by the book", this activity will be supported by innovative methods developed by Beraca and strategic partners, such as USP and Columbia University.



COLUMBIA
UNIVERSITY



Customized Results Measurement

When we talk about this last subject, it is worth to know that more than 500 families were already interviewed until now. The goal is to understand how their lives were transformed by Beraca productive chain.



Recognition

One of the first international recognitions was given to Beraca by BBC in a partnership with Newsweek. We are talking about the "World Challenge 2007", that considered the projects done on the Marajo Island - Pará.



Recognition

Recently, the company was recognized by the World Economic Forum as one of the Global Growth Company in 2014. Once again the projects linked to sustainability were essential for the company to reach this award.



Recognition

In Brazil, Beraca has already obtained the highest national awards, such as:

- **Exame Magazine 2013 and 2014 Sustainability Guide** – In the last year, the company was awarded as the most sustainable Chemistry Industry of the country
- **Época Magazine Green Company Award 2013**
- **FINEP Award 2013**
- **ECO Award by AMCHAM São Paulo**





Market Trends 2015

Textures
 Technology & devices
 Accessing technology; here & now
**Responsibility, accountability
 & Sustainability**



Consumers' vision of the Beauty Industry	Total	Western countries	Brazil +China
I trust companies in the cosmetics and personal care sector	50%	42%	64%
I am confident that the cosmetics and personal care industry pays serious attention to ethical sourcing	46%	36%	64%
I would like to be better informed about how cosmetics and personal care companies source their natural ingredients	87%	82%	95%
I would stop buying if I knew that they do not take good care of environmental and ethical practices	84%	80%	92%

Basis: Respondents - Total agree
 Feb 2013 - Western Countries: France, Germany, UK, USA / Developed countries: Brazil, China

Jessica Alba: making sustainable products 'cool and hip and sexy'

Millennials expect companies to give back to society and to sell sustainable products without resorting to design that's only brown or beige, with pictures of nature, the actress says

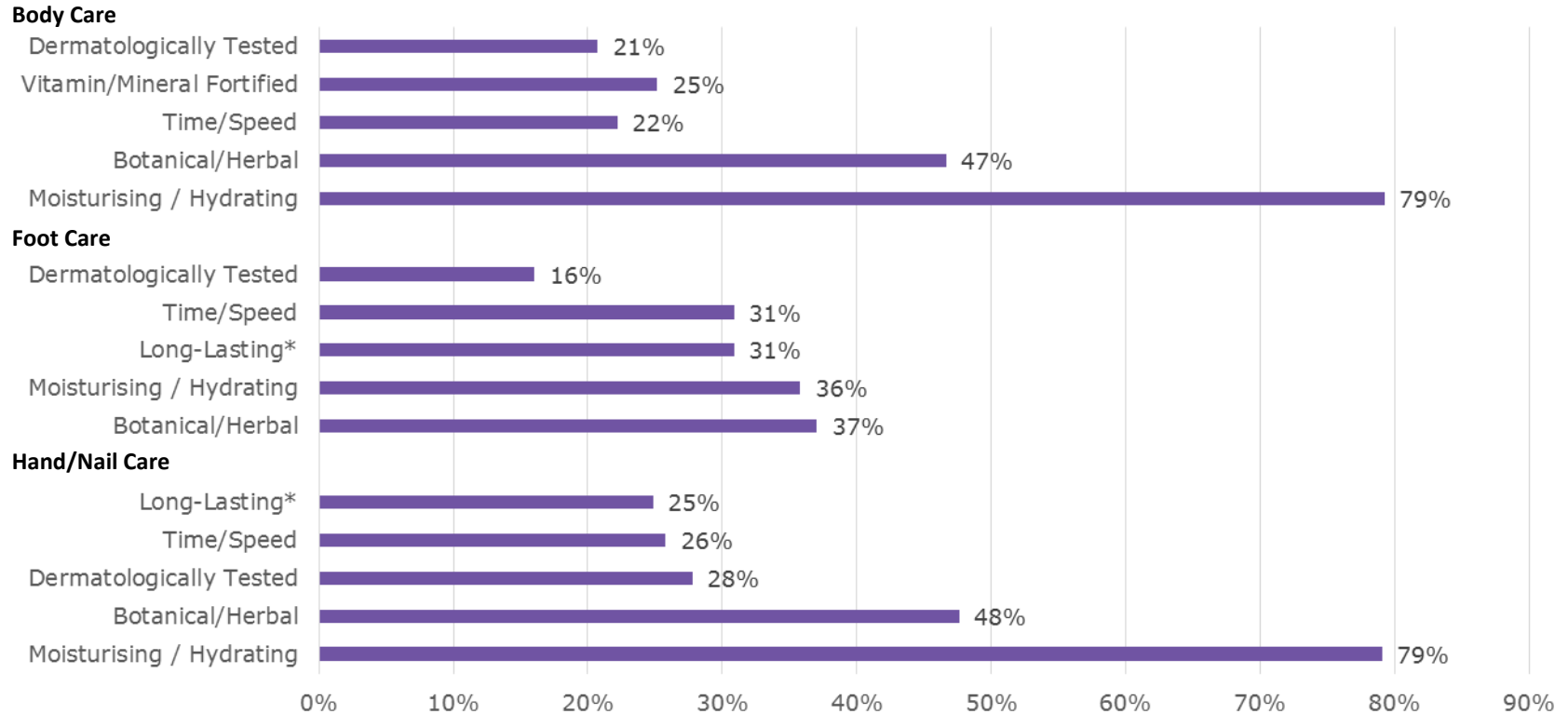


“Shifting Sustainability from Obligation to Desire”

“Appealing to the Aspirational”



Moisturization & Botanical still key...



The top five claims in each segment of the global body, hand and foot care category were broadly similar in the 12 months to July 2014. Moisturising is by far the most dominant positioning in both body care and hand care, while it ranks only marginally behind botanical/herbal in foot care. Natural claims are, in fact, an important part of all segments, with manufacturers keen to highlight the purity of their ingredient lists. Time-saving products have also grown in recent years as brands evolve their offerings to appeal to busy consumers. Mintel category insight, Sept. 2014

Brazilian Biodiversity Active Ingredients



Rainforest Oils & Butters



Performance Blends



Biofunctional Extracts



Bioscrubs



Beraclays





EFFICACY STUDIES AVAILABLE:



Anti-oxidants

Açaí Extract
Buriti Oil
Beraclay Red



Healing

Andiroba oil
Patauá oil
Beracare Triple A
Copaiba oil



Oil Control

Passion Fruit oil
Amazonian White Clay
Beraclays

Moisturizing

Cupuaçu
Murumuru
Babassu oil
Açaí oil



Anti-age

Beracare BBA



Hair Care

Beracare ADA
Beracare BBA
Beracare ARS
Pataua oil
Beraclays



Pracaxi Oil (Beracare BBA)

What is it? Seed oil from *Pentaclethra Macroloba* seed pod

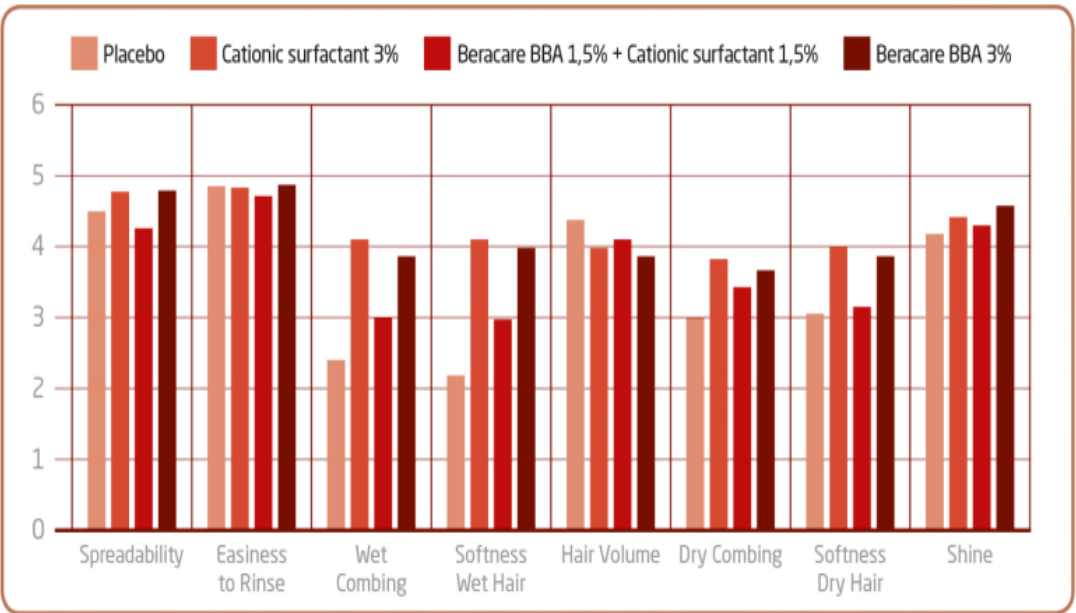
A light colored oil with an unusually high amount of Behenic acid, along with Omega 6 and 9.

Uses:
HAIR– Conditioning, Quat-replacement
SKIN – Brightening, Anti-age, emollient

What are its benefits: HAIR

- Quat-like performace in hair care; improves wet comb, dry comb,
- Silky feet for wet or dry hair
- Compatible with Cationics
- Noticable Shine

Who is using it: Redken frizz dismiss line, Kerastase elixir, Body Shop Rain Forest Shine line



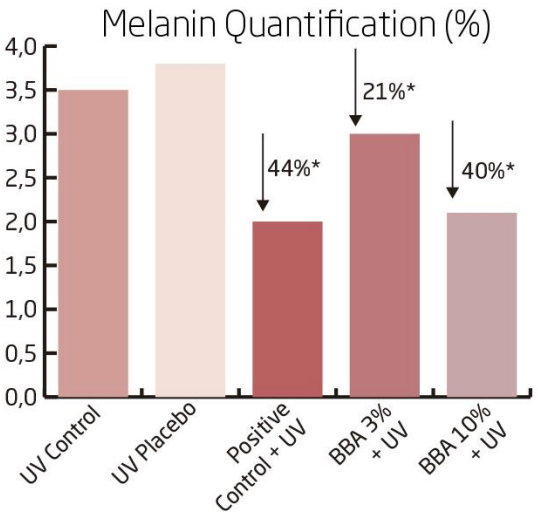


Pracaxi Oil (Beracare BBA)

NEW SKIN CARE STUDIES - 201

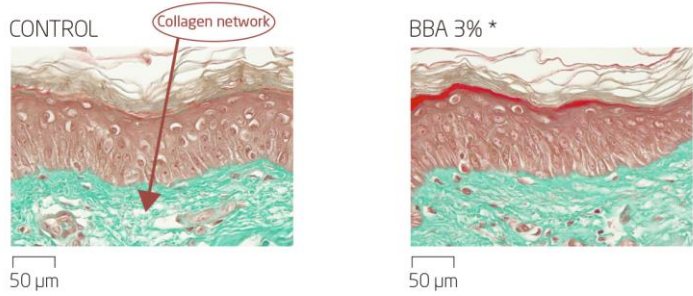
What are its benefits: SKIN

- Skin brightening and evening of skin tone; offers significant reduction of melanin in skin explants
- Increases collagen density in dermis and epidermis
- Increases hyaluronic acid in dermis and epidermis
- Deep hydration
- Beautiful cushiony skin feel

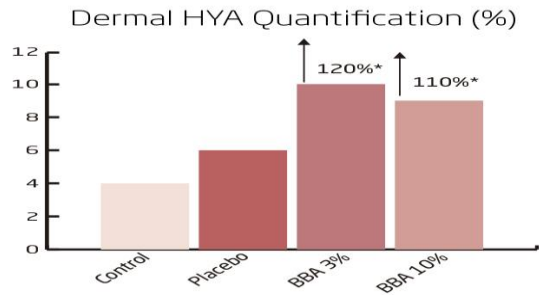


* Statistical significance $p < 0.05$ compared to UV control.
Positive control: alfa-arbutin at 3%

Collagen network image analysis on human living skin explants



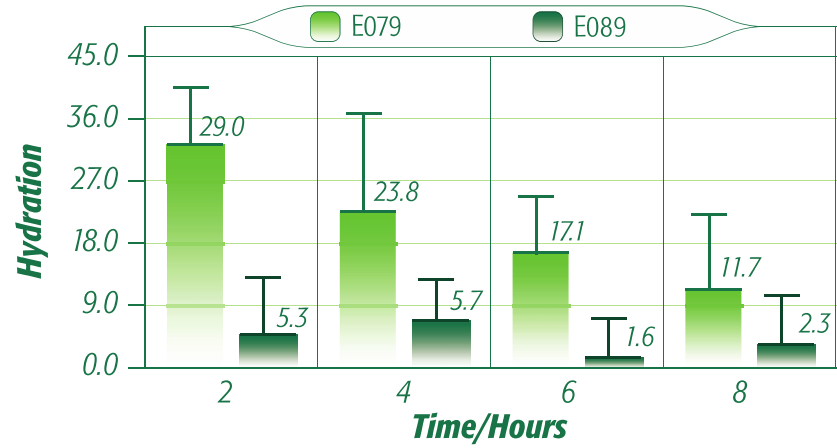
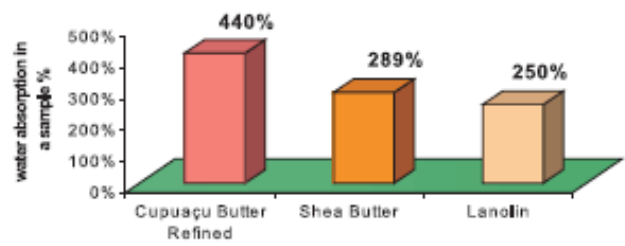
* Statistical significant increase of collagen network density.



* Statistical significance $p < 0.05$ compared to control.



Evaluation of the water absorption



Graph 3, Kinetics of hydration percentage (%) delivered by samples E079 and E089 in comparison to the control.

Corneometry
 E079 – moisturizing lotion + 4,0% RF3410
 E089 – placebo moisturizing lotion

Cupuaçu Butter

What is it? A seed from the Cupuaçu nut, Theobroma Grandiflorum – the same family of Cocoa butter.

Uses: Hydration, Moisturization, Emolliency For Hair and Skin

- What are its benefits:**
- high water absorption properties > shea butter
 - Strong moisturization and barrier properties
 - Non-greasy feel
 - Repair agent for damaged hair
 - Hydrating butter for skin care, clinically tested

Who is using it: Carols Daughter Anti-frizz line, Garnier Damage Eraser, Lush Body Conditioner





Murumuru Butter

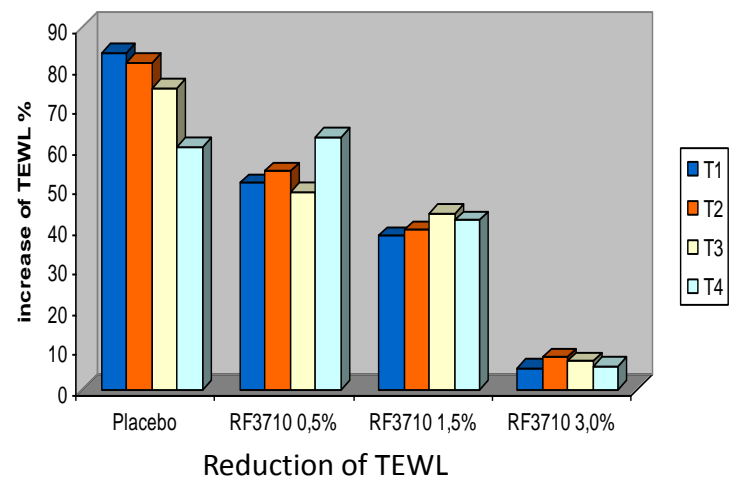
What is it? Seed oil from Murumuru nuts

This short palm tree has abundant thorns covering its trunk. It is found in nutrient rich Amazon lowlands.

Uses: Hair, Skin, Body Cleansing and Moisturizing

What are its benefits:

- high lauric and oleic concentration
- Foam enhancer in cleansers
- Plasticity enhancer in soap bars
- TEWL and hydration studies show strong moisturizing effect
- Smoothing effects in hair care
- White appearance and no odor
- Adds structure to butter and stick formulas



Who is using it: Honest Conditioning Detangler, Fructis Brazilian Smooth, Modere body cleanse bar



Açaí Oil

What is it? A rich oil from the fruit of the Acai berry.

Rich in polyphenols, Omega fatty acids, anthocyanins

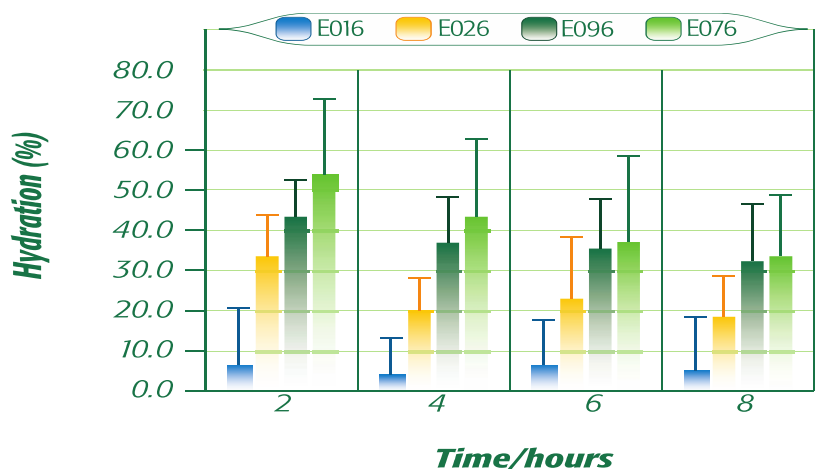
Uses: skin care

What are its benefits:

- Rich dark oil
- Source of natural vitamins
- Revitalizing
- Rich in Omega FA's
- Biological antioxidant
- Potent moisturizer



Who is using it: Palmolive cleanser, Watkins cleanser,



Graph 3. Kinetics of hydration percentage (%) delivered by samples E016, E026, E096 and E076 in comparison to the control.



Pataua Oil



What is it?

An oil from the pulp of the Pataua fruit.

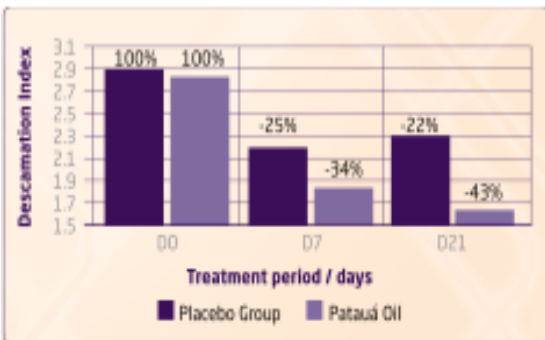
Pataua's fatty acid composition closely matches Olive Oil although it has unique properties on skin.

Use: hair, scalp, skin

What are its benefits:

- Pataua oil is rich in Oleic acid, and provides soothing and healing benefits on scalp tissue.
 - Reduces redness and flaking in scalp tissue damaged by chemical treatments.
 - Also helps to smooth cuticle to repair damage.
- Aesthetically, Pataua is soft and light, leaving a silky feel on skin and hair.

Who is using it? Pataua Brazil uses Pataua in its entire line of haircare products. **Osmo** uses Pataua oil in their Dual Action Miracle Repair to provide "condition, shine and lustre".





Brazil Nut Oil

What is it? Seed oil from the Brazil Nut Tree

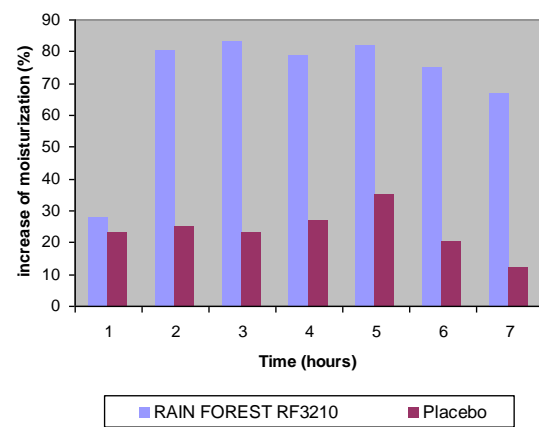
One of the tallest trees in the rainforest, the Brazil nut tree grows to 164 feet high above the forest canopy. The fruit is very heavy (5lbs per fruit) and contains many seeds (nuts).

Uses: Skin & Hair Care moisturization

What are its benefits:

- Very similar in feel almond oil
- Beautiful white oil with no odor
- Rich source of Selenium
- Promotes anti-oxidant effect
- Long term moisturization effect
- Forms a protective film on skin that prevents water loss

Moisturization evaluated in 7 hours

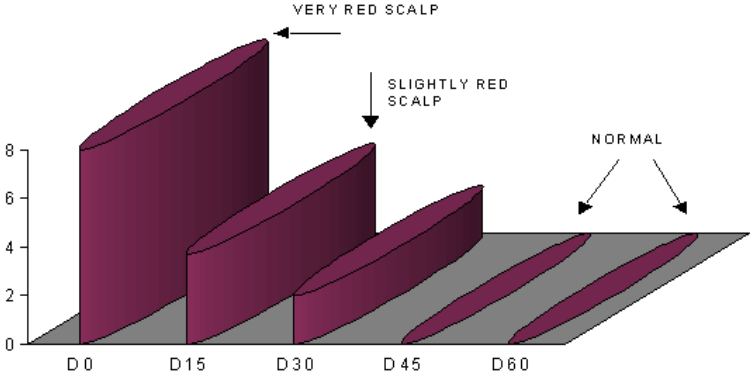


Who is using it: Body Shop Brazil Nut butter, Burt's Bees Shampoo, Schwarzkopf hair color



Beracare Performance Series

Beracare ADA Anti-Dandruff Active



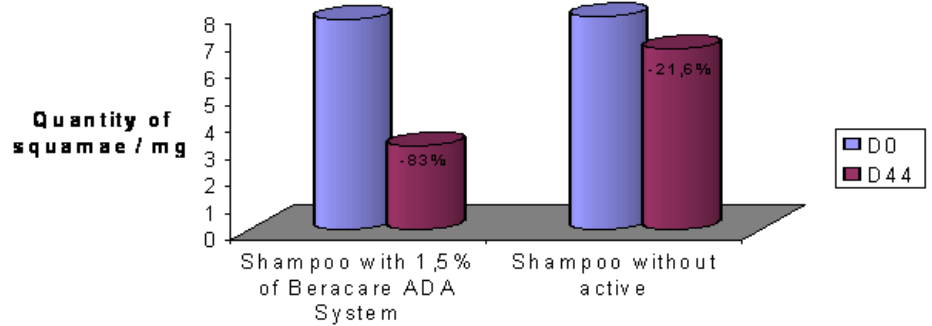
What is it? A blend of Copaiba, and Brazil Nut oils

Copaiba provides antifungal properties against P. Ovales, Brazil Nut's selenium helps to regulate desquamation

What are its benefits:

- Clinical results on dandruff
- Reduction in flaking
- Reduction in scalp irritation
- Gentle on scalp and hair
- No limits on use level
- Excellent safety profile
- Provides conditioning to hair

Gravimetric measurement

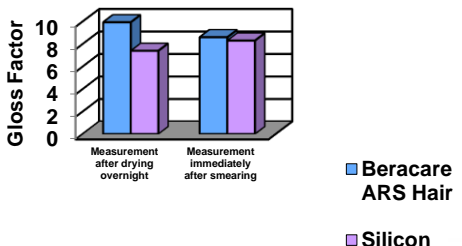




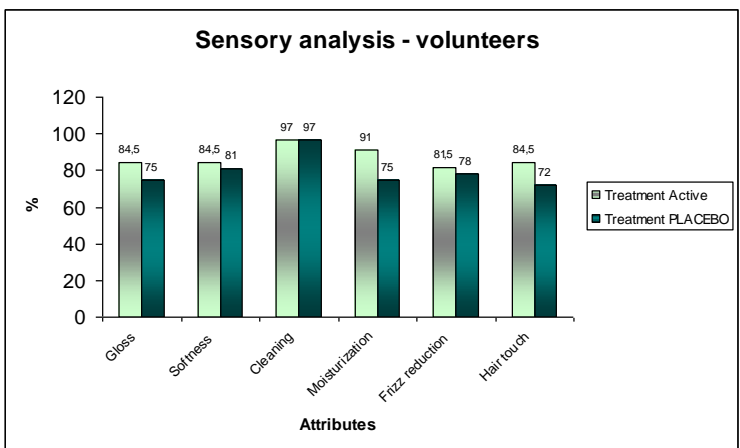
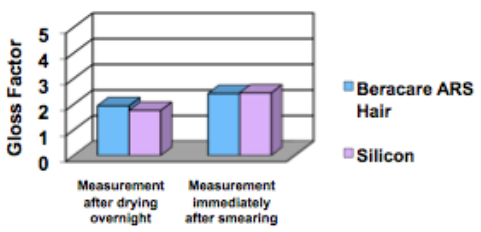
Beracare Performance Series

Beracare ARS hair Active Revitalization System

Virgin Hair Black



2X Bleached Blond



What is it? A blend of Acai, Passion Fruit and Rice Bran oils

Polyphenols in Acai offer protection and nourishment to hair and scalp, Omega 6 in Passion Fruit oil enhances hair structure and provides moisturizing effects, Gamma oryzanol in Rice Bran provides conditioning

- What are its benefits:**
- Extrarodinary shine
 - Improvement in overall conditioning of hair
 - Gentle on scalp and hair
 - No limits on use level
 - Excellent safety profile
 - Can be used neat as a shine serum or in formulations



Babassu Oil

What is it? A seed oil from the Babassu Nut

Very similar to Coconut Oil in fatty acid composition; rich in lauric acid.

Uses: Hair care, Skin care

What are its benefits:

- Very high shine makes this oil a potential cyclomethicone replacement
- Good slip properties
- Moisturizing without greasiness
- Light feel in skin and hair care
- Good carrier oil for serums and oil blends
- Good replacement for Coconut oil

Who is using it: Body Shop scrub, Nexxus oil infinite hair care, Kenra defense oil, Avon skin so soft, **Avalon Organics Shampoo**



Pequi Oil



The next “argan” but for curly hair

“Although I cannot find research to substantiate this yet, it seems to me that pequi oil is better for frizzy, dry, or brittle hair than argan oil. Pequi oil [with mostly oleic acid] feels a bit heavier on the hair than argan oil [with mostly linoleic acid], and this makes sense, given that oleic acid is heavier than linoleic acid (282 g/mol versus 280 g/mol). Pequi oil is therefore also more likely to flatten the cuticle, making curly or frizzy hair reflect the light somewhat better. After testing it, although there were no scientific conditions and a very small sample size, we agreed with our hypothesis: argan oil for straight hair, pequi oil for curly.”

Futurederm.com



What is it? A seed oil from Carvocar Brasillense, a fruit native to Brazil

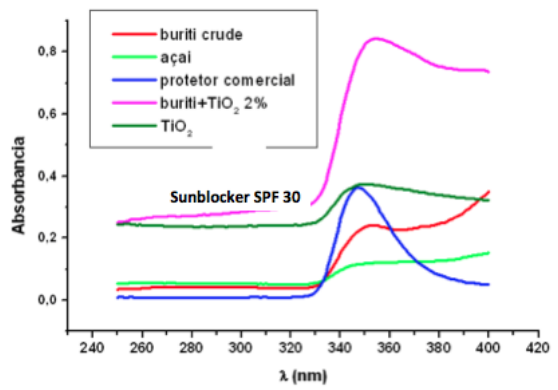
This oil is rich in Oleic and Palmitic acids along with Carotenoids and Vitamines A & E

Use: Hair Care, Skin Care, After Sun

What are its benefits:

- Very good for curly hair where it functions to separate curls
- Reduces frizz without adding heaviness
- Very good for smoothing cuticle and adding shine to hair
- Tames split ends and adds moisture to brittle hair
- Also very good for skin where is is used on chronic skin conditions
- Can be used straight or in serums, balms, creams

Who is using it: **Couture Color** in their Pequi Oil Treatment to restore softness and shine
Brazilian Tech in their Treatment with Pequi Oil



Buriti Oil

What is it? Oil from the pulp of the Buriti fruit, specially treated to remove the red color

Buriti fruit oil is rich in Omega 3, 6 and 9, as well as pro-vitamin A. A high level of carotenoids gives this oil a beautiful red color.

Use: Skin care, Sun care, Hair care

What are its benefits:

- Rich essential fatty acids promote hair health
- High Oleic acid content : 70%
- Provide shine and cuticle smoothing on hair
- Rich soft feel on skin
- Good for sensitive skin products
- UVA absorption properties
- Decolorized option available

Who is using it (Standard Buriti): Dove Quench Absolute, Peter Lamas Nourishing skin moisturizer, Aveda Dry Remedy

NEW: available in **Decolorized**



Passion Fruit Oil

What is it? Oil from the seeds of the Passion Fruit, *Passiflora Edulis*, commonly known as Maracuja

This beautiful fruit grows on a vine and features a beautiful unique flower. The seed oil contains Linoleic acid (Omega 6).

Uses: Face, Body and Hair

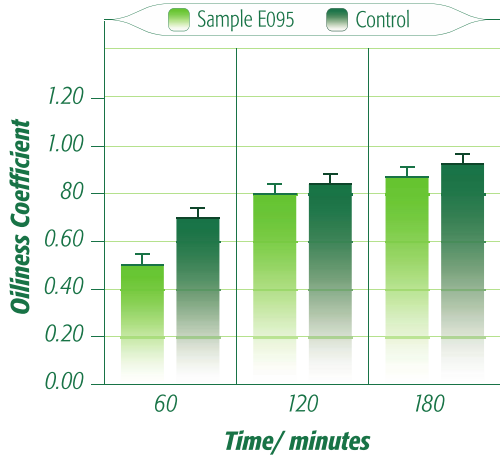
What are its benefits:

- Imparts a dry and velvety touch to the skin
- Emollient and moisturizing agent
- Reduces excess oiliness on skin surface
- Clinical studies show reduction in facial sebum
- Does not promote oil production feedback effect
- Acts as mattifying agent
- Light in color with no odor

Who is using it: Tarte Maracuja Line for skin, Biosilk Hydrating Therapy for hair



Mattifying effects in creme



Graph 2. Mean values of the Oiliness Coefficient, S, along time for Group A.



Copaiba Oil

What is it? An oil/resin from the Copaiba tree

The thick branched tree produces a resin that contains both fixed and essential oils.

Uses: Skin care, Hair Care

What are its benefits:

- Anti-inflammatory activity
- Beta-caryophyllene, provides antimicrobial action
- High content of essential oil with pleasant woody scent
- Film former
- Natural bactericide
- Safe, non-toxic
- Active against P. Acnes for use in acne treatments
- Active against P. Ovales for use in dandruff treatments

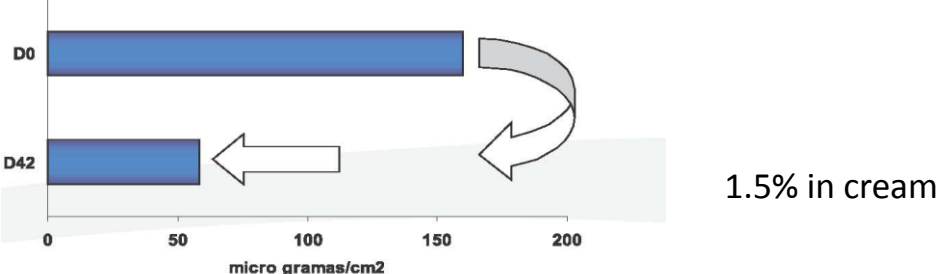
Who is using it: Young Living Copaiba products, both internal and external. Taya Beauty features Copabia in its volumizing hair care line, Pai Blemish Serum, Avlon Organic Itch & Flake Therapy



Beracare Performance Series

Beracare Triple A Anti-Acne Active

Evolution of Sebum quantity



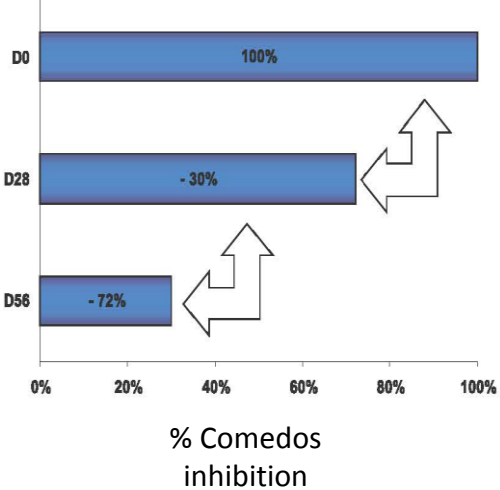
What is it? A blend of Copaiba, Andiroba and Açai oils

Copaiba provides antibacterial properties against P. Acnes, Andiroba provides anti-inflammatory activity and Acai offers protection and nourishing to skin



Figure 1. Digital images taken for subject no. 07 before and during the treatment. Left cheek area.

Comedolitic activity



What are its benefits:

- Clinical results on acne prone skin
- Healing of acnes lesions
- Minimizes new breakouts
- Non-drying
- No limits on use level
- Great for spot treatments or formulations
- Excellent safety profile



Brazilian Green Clay

What is it?

Volcanic Green clay from southern Brazil.

Beraclay Green contains Montmorillonite of volcanic origin which offers several properties for the skin. It is also a useful addition to formulas bringing benefits such as: stability and improvement of the thixotropic parameters. It is highly recommended for oily skin. Its colloidal structure forms two silicate layers, composed of small, nanometric particles (smaller than the particles of other minerals).

Uses: Skincare

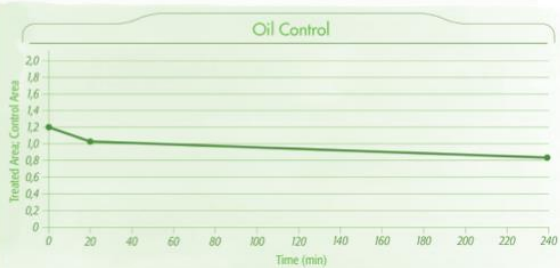
What are its benefits:

- It helps to remove the oiliness from the skin, maintaining cleanliness for a longer period of time
- It doesn't trigger the skin oil production feedback effect
- Effective for the treatment of acne and excessive oiliness

Who is using it: LaMav uses a Green Clay in their Detox Mask



Beraclay Light Green



29% reduction of oiliness for 2 hours after application of the product;
No feedback effect.



Brazilian Yellow Clay

What is it?

Volcanic Yellow clay from southern Brazil.

Active yellow organic minerals in Beraclays Yellow & Gold have a high capacity to exchange electrolytes. They have a purifying, astringent and remineralizing effect, and are an important source of potassium which helps maintain the ionic balance of the cutaneous cells.

Uses: Skin and Hair

What are its benefits:

- Efficient for regular and prone skin - suitable for acne and for oiliness treatment products
- Beraclay Yellow & Gold also have hair smoothing and cuticle repair properties
- Potential to be used in new “unwash” hair cleansers, or dry shampoos for Blonde hair.

Who is using it: **GlamGlow** in their Thirsty Cleanser, **Uncle Harrys** in the Instant Clay mask bar

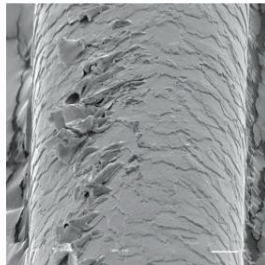


Shampoo with 4% Beraclay gold



■ The hair cuticle improving effect of mineral clay powder

Placebo shampoo



Shampoo with 4% TERSIL® CGY



Hair, which went through bleaching process, was treated with the shampoo containing 4 % TERSIL® CGY. After the treatment, micrographs of the hair was taken by using a Scanning Electron Microscope. As a result, TERSIL® CGY improved the hair cuticle.



Brazilian Black Clay

What is it?

Volcanic Black clay from southern Brazil.

This rejuvenating Black clay contains an elevated concentration of titanium. Its rich composition of mineral salts and oligoelements is essential for a healthy looking skin and a well-balanced metabolism

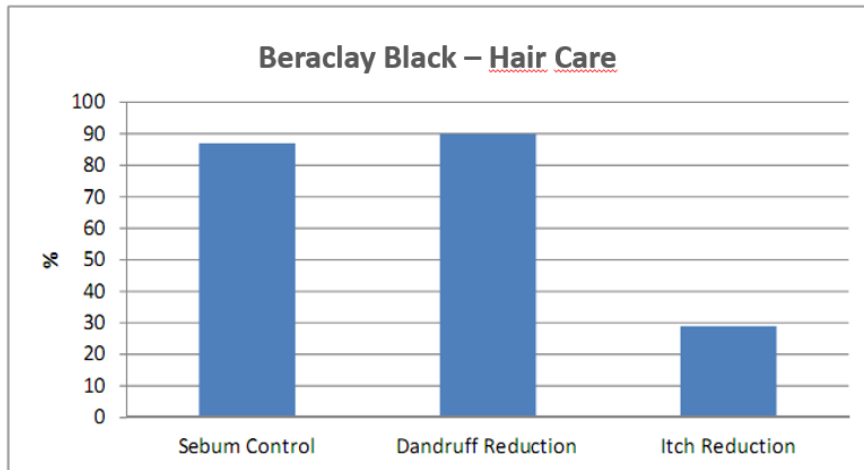
Uses: Hair and Skin

What are its benefits:

- Sebum Control 87%*
- Dandruff Reduction in 90%*;
- Itch Reduction in 29%*
- Clinically tested in 31 participants with dandruff

Who is using it: Phyto 5 clay mask

Shampoo with 1.9% Beraclay Black





Brazilian Quartz Bioscrub

What is it? Brazilian amorphous silica (sand)

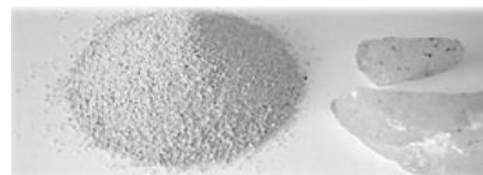
Found in the south of Brazil and micronized to various particle sizes, this exfoliant is a perfect alternative to polyethylene beads

Uses: exfoliation

What are its benefits:

- Off-white to white in color
- 600micron average size for body scrub
- 100micron averages size for facial scrub
- Ozone treatment rather than irradiation
- Ecocert approved processing
- Chemically inert, no interactions
- Excellent safety profile
- Stable against light and oxidation

Who is using it: Dial, Colgate, BBW, Coty





Vídeo Cupuaçu e Buriti



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