

YON-KAttitude

Find Out More

Why a gradual implementation of the percentage of ingredients of natural origin on the packaging?

Yon-Ka makes an honest commitment

Today, we aim to honestly communicate the percentage of ingredients of natural origin in our products. This is why the percentage will progressively appear on the boxes of Yon-Ka sales products.

90%
d'ingrédients d'origine naturelle
ingredients of natural origin

The Multaler Laboratories have made a commitment to indicate the percentages on the packaging rounded to increments of 5 (75%- 80% - 85% - 90% - 95%, etc.) for easy comprehension. For example, the Lotion for normal to dry skin is composed of 99.69% ingredients of natural origin and this percentage has been rounded down to 95%.

How is this percentage of ingredients of natural origin calculated?

Cosmetic products must indicate the complete list of ingredients on their packaging in decreasing order of concentration: this is the **INCI list** (International Nomenclature of Cosmetic Ingredients), an official nomenclature of cosmetic raw materials.

The percentage that we print on our products, which represents the content of natural components, was calculated from this INCI list.

Within these natural components, we find:

- **natural ingredients:** any plant-based (rosemary, *Imperata cylindrica*, etc.), marine (algae, salt, etc.), mineral (clay, kaolin, etc.) or animal ingredient (milk, beeswax, etc.). Water added during manufacturing is also a natural ingredient.
- **ingredients of natural origin:** any natural ingredient transformed (plant-based, marine or mineral) or derived from biotechnology (fermentation with micro-organisms, which is the case of hyaluronic acid, for example).

What about the remaining percentage?

The remaining percentage represents ingredients produced from synthetic raw materials. These are indispensable for two reasons:

- First of all, certain ingredients derived from nature do not always allow us to obtain stable emulsions and therefore require us to use high-performance synthetic ingredients (e.g. PEGs, polyethylene



glycols, have incomparable emulsifying power).

- Also, certain of these components are impossible or difficult to extract from nature (e.g. urea).

These components have various functions. Some include: emollients (ester, wax, etc.), emulsifiers (polyethylene glycols, etc.), gelling agents (carbomer, etc.), pH adjusters (sodium hydroxide, etc.), certain active ingredients, sun filters and preservatives.

Selling points for the end customer

The appearance of percentages of ingredients of natural origin on the packaging gives you additional selling points:

- transparency regarding the composition of the products
- proof that Yon-Ka uses the best that nature has to offer, as long as the safety of the consumer and the effectiveness of the product are not compromised.

Natural... but to what extent?



Yon-Ka uses the very best that nature has to offer, but only to the extent that the customer's safety and the product's effectiveness are respected. So how is it possible to find the best balance in terms of quality, safety and effectiveness? Let's look at some facts.

- **Fact N°1 :** 70% of Yon-Ka products are composed of more than 90% of natural ingredients.
- **Fact N°2 :** Preservatives are necessary to ensure perfect microbiological safety. Yon-Ka respects the most restrictive international legislation.
- **Fact N°3 :** Essential oils are excellent bactericides: Yon-Ka uses them to reduce the percentages of additional preservatives and sometimes to eliminate preservatives altogether.
- **Fact N°4 :** The following 27 Yon-Ka products preserve themselves naturally: Alpha Exfoliateur, Active Micro Peel, Algues, Algo-Sel, Balnéo-Sel, Baume Visage, Baume Corps, Baume Lèvres City, Baume Lèvres SPF10, Crème à barbe, Dermol 1, Dermol 2, Dermol 3, Emulsion Concentrée, Emulsion Pure, Emulsion YK, Halo70, Huile Corps, Huile Corps 1, Huile Corps 2, Huile Corps 3, Juvénil, Masque Modelant, Phyto-Bain Vente, Phyto-Bain Cabine, Solution 46 and Yon-Ka Sérum.
- **Fact N°5 :** The worldwide cosmetic industry commonly uses parabens for their very wide activity spectrum, their good skin tolerance, their biodegradability and because they do not interfere with other substances contained in cosmetics. In September 2005, the expert committees of the European Commission approved their use: no toxic, genotoxic, carcinogenic or teratogenic effect was demonstrated in the recommended doses (0.80% authorised for a mixture of parabens, vs. 0.22% in Yon-Ka products on average).
- **Fact N°6 :** Other preservatives are not regulated by such extensive safety data and are not as effective or as well tolerated by the skin.

In conclusion: *All substances foreign to the human body can cause toxicity. It is thus false to systematically oppose nature and synthetic chemistry. While additional studies are underway on parabens, studies are also being carried out on numerous natural cosmetic, dietary and medicinal substances. Our Laboratories remain vigilant at all times to ensure the safety of everyone.*