



**Sinerga**  
Active **Make Up**

ACTIVE  
MAKE UP  
LINE

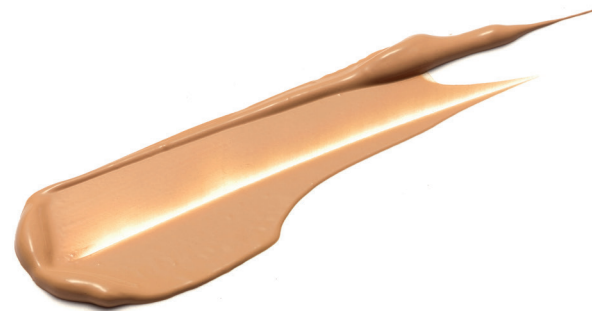


Sinerga, for 35 years leader in the R&D Innovation, in the Product manufacturing, and in the production and supply of Cosmetic Specialties, debuts its:

# ACTIVE MAKE UP LINE

enriched with performing active ingredients

## A PERFECT MATCH BETWEEN DECORATIVE MAKE UP AND EFFECTIVE SKINCARE TREATMENT



# SINERGA EXPERTISE

Sinerga is a uniqueness in the skincare industry: since 1978 it offers a **complete range of customized and high quality solutions to the cosmetic and dermopharmaceutical industry.**

## 1 COSMETIC INGREDIENTS

### Effective and Innovative ingredients

Sinerga offers a complete range of cosmetic specialities characterized by proved safety, efficacy and excellent "skin compliance". Product range:

- ◆ Surfactants
- ◆ Emulsifiers
- ◆ Preservatives
- ◆ Microbic Inhibitors
- ◆ Active Ingredients
- ◆ Functional Ingredients

## 2 R&D LAB

### Creative and advanced formulations

Thanks to a tradition of several years in the R&D field **Sinerga Research Centre** develops cutting edge formulative technologies. Following new products's development from **formulative study phase** to the **manufacturing**.

## 3 MANUFACTURING & CONTRACT

### Flexible industrial capability and certified contract manufacturing

Able to satisfy a wide range of clients requirements according to Community Legislation (certified ISO 9001, ISO 13485, ISO 22716). Product range:

- Skincare
- Dermocosmetics
- Medical Devices class I, II and III
- **NEW: Active Makeup**

## 4 TRENDS LAB

### Focus on consumer skin needs

Sinerga Trends Lab, our observatory on socio - cultural tendencies and consumers' behavior, provides inspirations on the major trends in make-up and cosmetic field, gathering creative insights for products' development.

# MAKE UP: CONSUMER INSIGHTS



**Sinerga Trends Lab detects the latest trends in consumers' behaviour about make-up and beauty.**

## HYPER PRAGMATISM

Aesthetic and socio-cultural trends reflect the desire for rediscovering a concrete, solid dimension, focused on pragmatism.

Trend Keywords: **functionality, usefullness, realism, simplification, authenticity.**

## TIME SAVING BEAUTY ROUTINES

There is an increasing request for simple and fast beauty routines in tune with the rhythms of daily life.

Women with dynamic lifestyle and multiple roles to play desire cosmetics allowing fast results with a few simple gestures, saving time to devote to other activities.

## ALL IN ONE EXPERIENCE: Ultra performing Make up

Consumers ask for more than just «purely decorative» Make-up products.

They demand for an all-in-one experience: make-up products integrated with effective skincare benefits.

# ACTIVE MAKE UP PHYLOSOPHY

## ACTIVATED COLORS: Make up becomes an «Effective Skincare» treatment.

Sinerga Active Make Up line perfectly answers the desire for a **hyper-performing Make up**: a wide range of formulations able to match **decorative performance** with **effective skincare treatment**.

## Correction and prevention

Sinerga Active Make Up while concealing skin blemishes, also address the real causes of imperfections, helping to solve the problem rather than just covering it up.

A palette made **of vibrant and pure pigments** are combined with specific functional ingredients thanks to exclusive formulas and new technologies obtaining a double effect:

- **Immediate optical effect:**

aesthetics and sensorial performances up to consumers' requirements (f.e. long-lasting, no transfer, coverage properties..).

- **Focused Anti-age treatment:**

granting the same benefits of skincare products: (f.e. hydration, anti-aging, protection, radiance...).

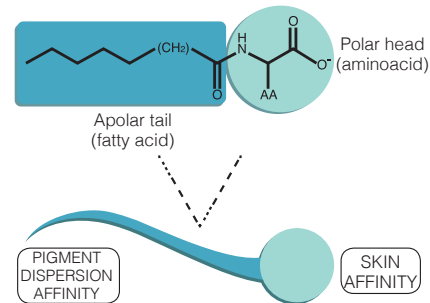




# FORMULATIVE INSIGHTS

## LIPOAMINOACIDIC TECHNOLOGY

The whole line is based on **Sinerga Lipoaminoacidic Technology**: a patented emulsifier technology able to promote better pigment adhesion and dispersion together with a higher skin affinity.



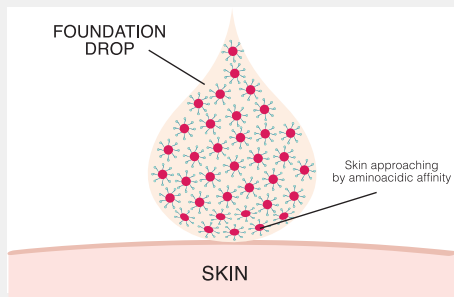
## HOW IT WORKS

**Pigments** are **carried** by an **emulsifier structure** composed by molecules made of an apolare tail (fatty acid) and a polar head (aminoacidic) binded together in order assure both a better pigment dispersion and a higher skin affinity granting a better skin adhesion and and dispersion togheter with a higher skin affinity .

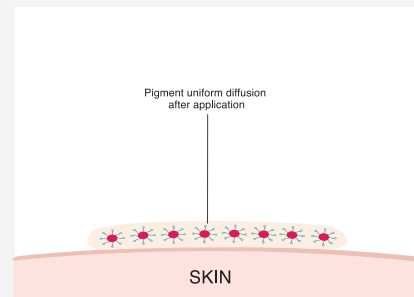
This innovative technology permits **better performances** in terms of:

- Pigment wetting out and dispersion
- Higher compatibility with derma structure
- Adhesion and lasting of the pigment onto the skin
- Sentizing and comedogenicity risks are minimized

## PIGMENTS' SKIN DELIVERY



## PIGMENTS' DIFFUSION



## FINAL EFFECTS:

- ✓ Homogeneous and even complexion
- ✓ Long lasting and no transfer make up

## SAFE APPROACH

Careful production to ensure safety and stability to provide a 'high quality products" in compliance with the following criteria:

- **Hypoallergenicity**: certified by clinical tests performed without the use of animals, in reliable dermatological institutes;
- **Absence of petrolatum, mineral oils** and their derivatives forming an occlusive film on the skin;
- **Absence of lanolin** and its derivatives for their irritancy;
- **Absence of preservatives**, in almost all of the products, always **without parabens**;
- All products are tested to reduce the risk of allergies to heavy metals

# ACTIVE MAKE UP LINE

A complete products portfolio aimed at achieving an even and flawless complexion.

- PRIMERS
- FOUNDATIONS
- ILLUMINATING SERUM
- CONCEALERS
- BB CREAMS
- CC CREAMS



More info at [www.sinerga.it](http://www.sinerga.it)

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