

# GOSULIN® RICE

*A timeless secret of skin rebirth*

# GOSULIN® RICE

Inspired by ancient wisdom

More than thousand years ago Japanese women at the imperial court were the first to discover **the skin smoothing-properties of rice water**. It also became the beauty secret of the enigmatic Geishas.



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# GOSULIN® RICE

## Origin



Organically grown



EU-sourced (F, Gr, I, Es, P)



Sourced locally



# GOSULIN® RICE

## Characteristics

- $NI=1$
- Dried at a specific temperature
- Perfect Amylose / Amylopectin ratio
- Ultra-small and uniform particle size (average 4  $\mu\text{m}$ )



# GOSULIN® RICE

## Perfect ingredient

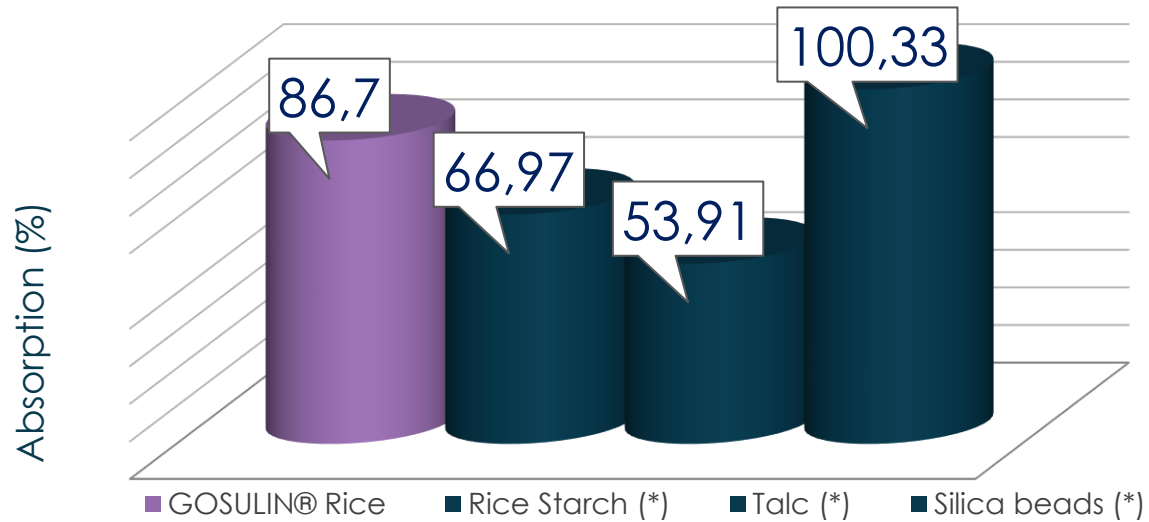
- Popular Rice Water
- Safe
- Sustainable & Transparent
- Activity is objective



# GOSULIN® RICE - Activity



## Oil absorption



## GOSULIN® RICE absorbs:

- **30% more** than standard rice starch
- **70% more** than talc
- Only **14% less** than expensive silica beads

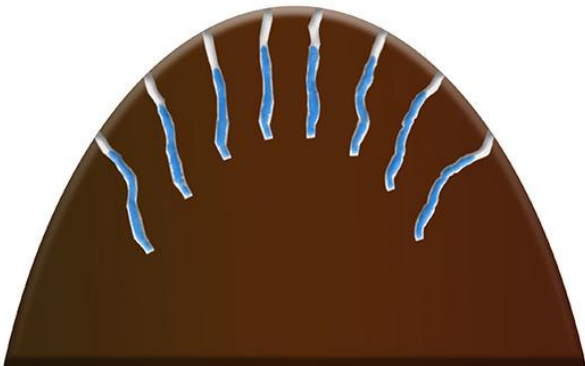


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# GOSULIN® RICE - Activity

Why so high absorption?

Rice pores



Untreated



Heat treated

**The rice is heat treated which:**

- Eliminates the water in the pores => more space to absorb
- Enlarges the pores => more space to absorb



# GOSULIN® RICE - Activity



Anti-shininess / Anti-blemish / Blurring / Lightening



Jojoba oil



3% GOSULIN RICE



Untreated

The skin was treated with **jojoba oil** to imitate sebum and treated with an emulsion containing **3% of GOSULIN® RICE**.

Without words!



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# GOSULIN® RICE - Activity



## Removal of the blackheads and sebum

### 10% surfactant



Before



After

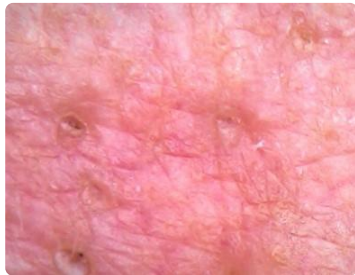


After 1h

### 25% Gosulin Rice



Before



After



After 1h

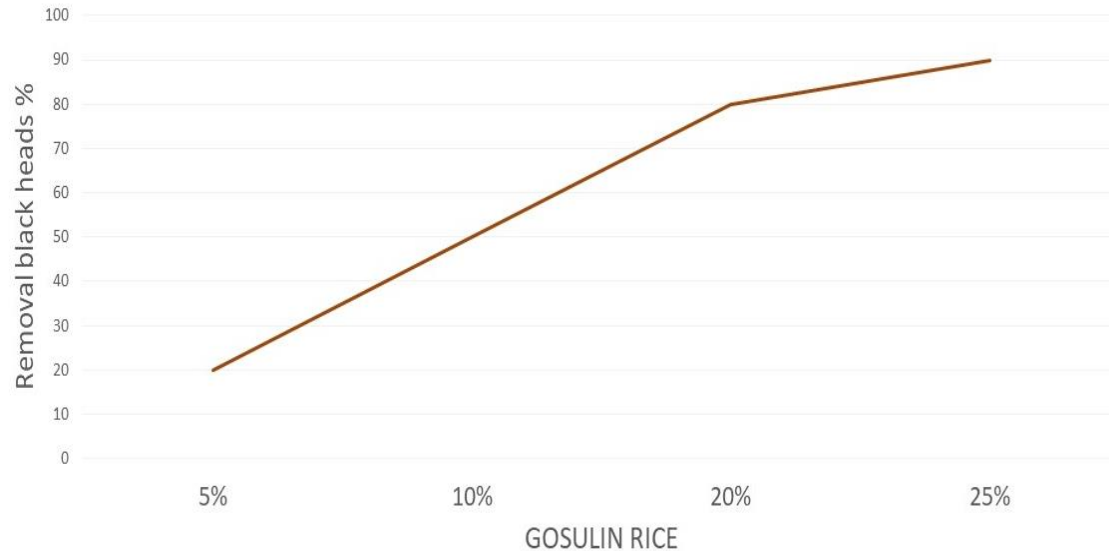
Blackheads are **completely removed** with GOSULIN® RICE, while they are not removed with a surfactant. The pores were observed with a digital microscope.

Without words!

# GOSULIN® RICE - Activity



## Removal of the blackheads and sebum



**The degree of pore unclogging** depending on the different concentrations of GOSULIN® RICE.



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# GOSULIN® RICE - Activity

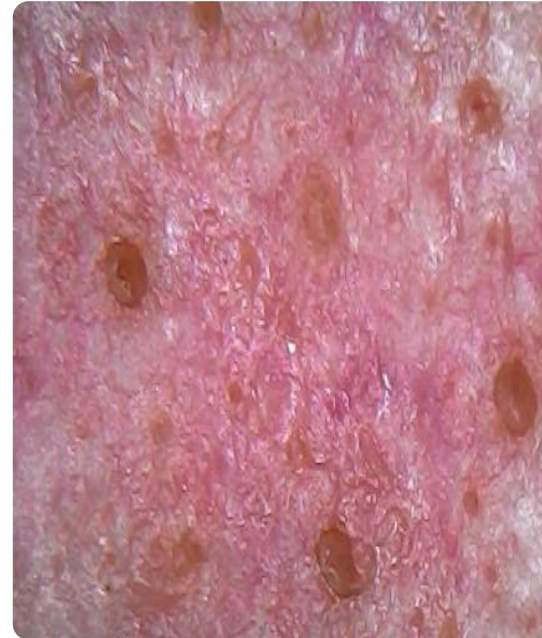


Pore refining

25% GOSULIN® RICE



Before



After 1 week

One week treatment **reduces pores by 60%.**



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# GOSULIN® RICE – Claim ideas



- Smooth skin
- Mattifying
- Purifying
- Anti-blemish
- Anti-shininess
- Removes black heads
- Unclogs pores

All claims are supported in **leave on**, **rinse off** and **wipe off** conditions.



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# GOSULIN® RICE – Testimonial

Before



After



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# GOSULIN® RICE – Testimonial

Before



After



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# GOSULIN® RICE – Applications



Treatments for acne  
prone and oily skin



Mattifying day  
creams



Pore minimizing  
treatments



Make up (BB  
creams, foundation)



Purifying masks



Facial wash

# GOSULIN® RICE – Technical info

<b>INCI</b>	Oryza Sativa Starch
<b>CTFA</b>	Oryza Sativa (Rice) Starc
<b>DOSAGE</b>	3-25 %
<b>ASPECT</b>	Off white powder



# THANK YOU FOR YOUR ATTENTION!

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