

# Frescolat® X-Cool

Menthol derivative

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**GALVANIZING  
REFRESHER**

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LONG-LASTING COOLING

ODORLESS & EASY TO FORMULATE



# IMAGINE IF YOU COULD FEEL THE ENERGY OF A PERFECT RADIANT SKIN

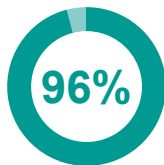
Radiance is no longer solely the ultimate benefit of a perfect smooth skin texture. It is also a sign of skin health and vitality. Now, imagine if consumers could actually experience an energizing sensation when applying their favorite beauty cream!

Symrise has developed a powerful L-Menthol derivative to produce an intense cooling and stimulating sensation, improving the impression of a toned up skin. The skin is galvanized by an instant and long-lasting sensation!



OF CONSUMERS WORLDWIDE  
ARE LOOKING FOR STRONG TO  
VERY STRONG FRESHNESS.

.....



WANT THEIR SKIN TO BE FULL  
OF ENERGY.

.....



AGREE THAT WHEN THEY  
FEEL COOL THEY FEEL MORE  
ENERGIZED.



SYMRISE INNOVATION

**SIGNALING**  
SKIN THERMO-RECEPTORS  
**TO GENERATE**  
**A PURE SENSATION**  
**OF VITALITY RECHARGE**

# Frescolat® X-Cool

## THE INVIGORATING FRESHENER

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BENEFITS

INSTANT  
**ENERGY**  
SUBLIMATOR



INVIGORATING  
FRESH FEELING



LASTS AT LEAST  
**30 MIN!**

**EFFICACY MARKER**  
FIRMING BOOSTER



**GALVANIZING**  
**FRESHNESS**

**ANTI-FATIGUE**  
WAKE-UP EFFECT

**D E T O X**

THE ACTIVE

**FRESHNESS WITHOUT MENTHOL ODOR**

**PATENTED**

**E A S Y T O**  
**F O R M U L A T E**

# WRAP YOUR SKIN *INTO A* FRESH ENERGIZING MIST!



IDEAL TO CREATE  
**THE SENSATION**  
OF AN IMMEDIATE  
**TRANSFORMATION**  
OF YOUR SKIN

## MAIN APPLICATIONS

FORMULATION WITH PH  
IN THE RANGE 3 - 7:

- **HYGIENE PRODUCTS**
- **DEODORANTS** (ROLL-ON, SPRAY)  
**ANTI-PERSPIRANTS**
- **FACE CARE / BODY CARE**
- **WET WIPES**
- **MOUTHWASH**



# Frescolat® X-Cool TRIGGERS AN INSTANT AND LONG LASTING COOLING SENSATION ASSOCIATED WITH VITALITY

## BOOSTING THE ENERGY SENSATION

Significant feeling of energy sensation in a BB Cream.

Self assessment questionnaire on efficacy (5 step ordinal type scale from agree to disagree)

### PROTOCOL

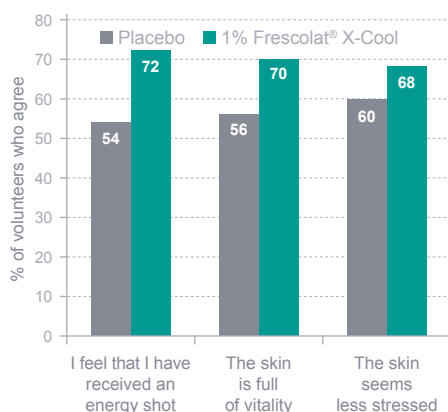
NUMBER OF SUBJECTS: 50 WOMEN AGE 25-35  
LOCATION: HONG-KONG (HOME USE, FRONT FACE INTERVIEW, PAPER QUESTIONNAIRE)

CONDITIONS: SINGLE-BLIND APPLICATION OF EITHER THE BB CREAM WITH 1% Frescolat® X-Cool OR THE PLACEBO BB CREAM ON THE FACE, IN THE MORNING.

WASHOUT PERIOD WITH NO APPLICATIONS = 3 DAYS.

SINGLE-BLIND APPLICATION OF THE SECOND BB CREAM ON THE FACE, IN THE MORNING.

ASSESSMENT IMMEDIATELY AFTER APPLICATIONS.



## STRONG REFRESHING EFFECT

Expert panelists conclude that an o/w emulsion containing 0.5% Frescolat® X-Cool generates 82% of additional freshness versus Frescolat® ML at the same concentration.

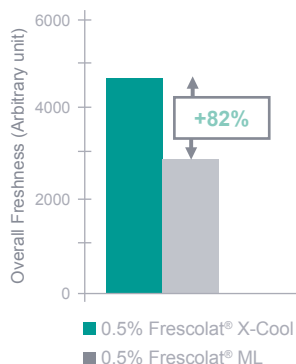
### PROTOCOL

NUMBER OF SUBJECTS: 20 EXPERT TRAINED PANELISTS (ACCORDING TO NF ISO 8586-1 AND NF EN ISO 13299)

CONDITIONS: SIMULTANEOUS APPLICATION OF 2 SAMPLES (PLACEBO AND THE CREAM CONTAINING THE ACTIVE MATERIAL) ON BOTH FOREARMS

EVALUATION OF THE INTENSITY OF THE COOLING EFFECT WITHIN 30 MIN

Time intensity comparison of the freshness





## LONG-LASTING SENSORIAL SIGNAL

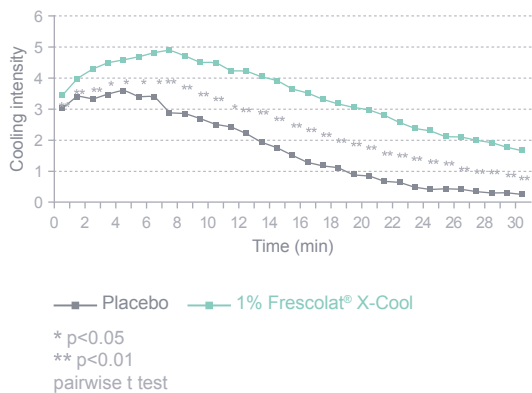
An emulsion containing 1% Frescolat® X-Cool delivers a strong and highly significant immediate and long-lasting sensorial signal on the skin.

### PROTOCOL

NUMBER OF SUBJECTS: 20 PANELISTS

CONDITIONS: "HALF-FACE TEST":  
SIMULTANEOUS APPLICATION OF  
2 SAMPLES (0.30G) - PARALLEL  
ASSESSMENT

EVALUATION OF THE INTENSITY OF THE  
COOLING EFFECT DURING 30 MIN



## SYMRISE INNOVATION

The neuro-sensory mechanism by which cooling agents such as menthol elicit the same cooling sensation as low temperatures was elucidated with the discovery of the TRPM8 receptor.

Frescolat® X-Cool is the fruit of an intensive TRPM8 screening using molecular biology approach. It has been selected as a powerful cooling agent capable of generating a long-lasting sensory signal to the brain.

ACTIVES

COOLING

LONG-LASTING COOLING

## Frescolat® X-Cool

INCI: Menthyl Ethylamido Oxalate

### Product number

370610

### Formulation details

Recommended use level: 0.1 - 2.0%

Clear colorless to yellow-green liquid, odorless in formulations, soluble in fatty acid esters, alcohol and glycols, pH stable between 3 and 7, temperature stable up to 70°C (up to 100°C during 5 hours)

### Main applications

Hygiene products, deodorants (roll-on, spray) and antiperspirants, face and body care, wet wipes, mouthwash

### Awards

2012: BSB Innovation Award as "Most Innovative Raw Material - Naturals/Actives" - 3<sup>rd</sup> place



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