

NATURAL & BIODEGRADABLE INGREDIENTS



PRODUCT PORTFOLIO

Functions & Solutions

Effect powders

Natural exfoliants

Rheology solutions

Design

Biodegradable

Made from renewable resources

Vegan, Halal and Kosher

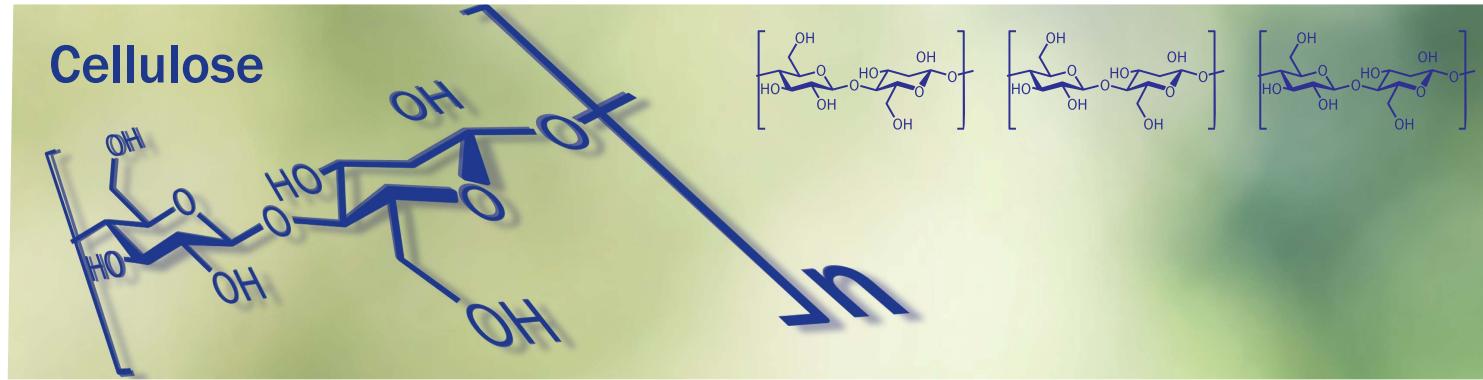


MANUFACTURER OF NATURAL INGREDIENTS
GERMAN QUALITY

J. RETTENMAIER & SÖHNE
GMBH + CO KG



Fibers designed
by Nature



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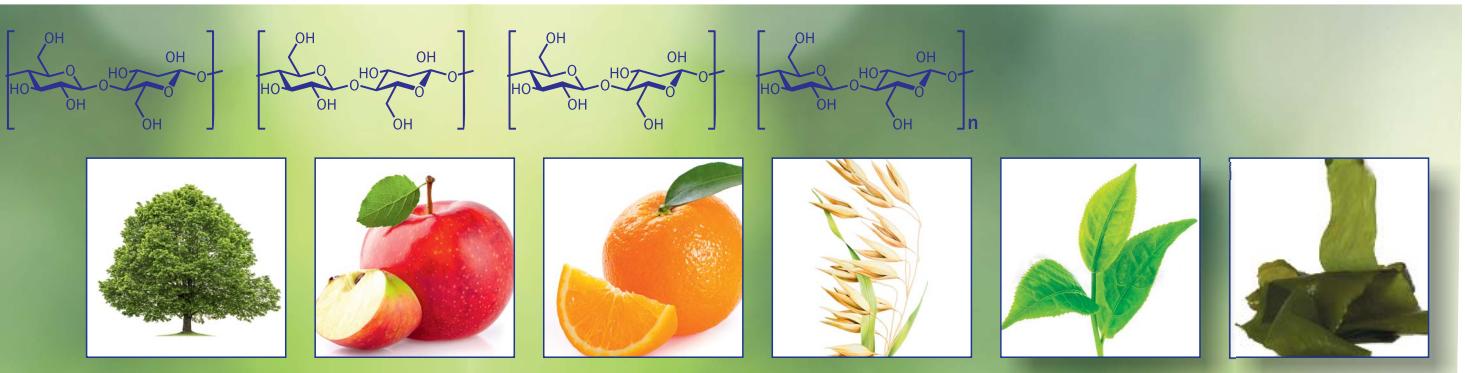
JRS

At JRS, J. Rettenmaier & Söhne Group, we are committed to the development, processing and optimization of high-grade natural products from renewable resources. The Business Unit Home & Personal Care supports customers in more than 120 countries to create innovative, sustainable and effective products.

Within our product portfolio you will find a variety of additives based on cellulose, microcrystalline cellulose, apple, orange, oat, charcoal powder, green tea, alginates and more. Whether you need biodegradable exfoliants for peeling products, rheology modifier for sunscreen formulations or sensory enhancer as alternatives to synthetic powders – you will find a suitable solution within our range.

Providing high-quality raw materials is only one part of our mission. A further one is to serve our customers with expertise and concepts e.g. by developing individual formulations in our own application labs and in cooperation with specialized partners.

This product portfolio will give you an overview of the three leading brands **VIVAPUR®**, **VITACEL®** and **VIVASTAR®** and our recommended area of application for each of them. Please feel free to get inspired and use our multifunctional products in order to turn your own formulations into a long-term success on the market.



Solution Provider

JRS

- Global manufacturer of natural ingredients
- Family-owned company
- Established in 1878
- More than 2500 employees
- Headquarters in Germany
- Global service and availability
- Local support in your language
- ISO 9001 certified
- Global trainings
- In-house seminar/workshop

Innovation

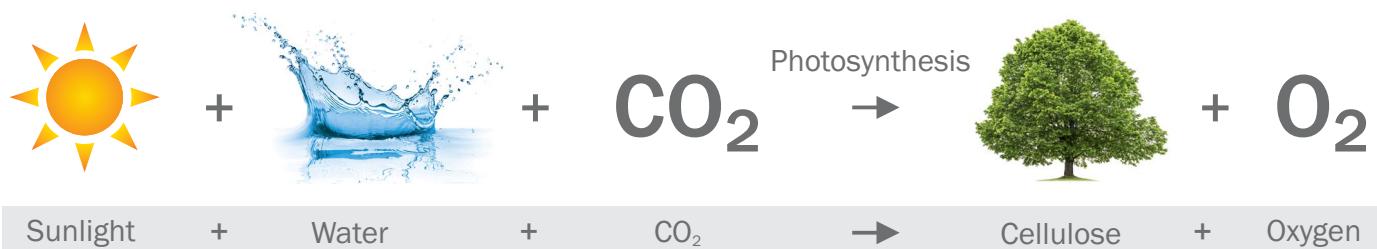
We develop environmentally friendly, 100 % natural based and safe ingredients for Personal Care.

Your idea is our challenge, our incentive is your satisfaction.



WINNER PCHi 2017
Fountain AWARD
Category, Green/Sustainable
VIVAPUR® CS 9 FM
VITACEL® CS 250 G

Natural Manufacturing Process of Cellulose



Solution Provider

JRS Sustainable Products are

- 100 % Natural based
- Made from renewable resources
- Eco-friendly
- ECOCERT/COSMOS
- Skin-friendly
- Readily biodegradable
- Safe and edible
- Non-GMO
- Vegan
- Halal & Kosher
- Green ingredient
- White and colored available
- Inert to other ingredients
- Pleasant and silky skin feel
- Marketing advantage

Colors

- White
- Yellow
- Beige
- Brown
- Red
- Pink
- Blue
- Green
- Black
- Tailor-made

Particle Sizes

Starting from 4 µm up to 2000 µm

Origin of JRS Products

Effect Powder

- Wood
- Apple
- Orange
- Oat
- Green tea

Natural Exfoliants

- Wood
- Bamboo

Rheology Solutions

- Wood
- Corn
- Potato
- Seaweed

Structures

- Fiber
- Particle
- Spherical
- Nearly-spherical
- Angular
- Granule
- Pearls
- Tailor-made

Overview of the INCI by Product Name

Product name	INCI
EFFECT POWDERS	
VITACEL® CS 20 FC	Cellulose
VITACEL® CS 300 FC	Cellulose
VITACEL® CS 2000 FC	Cellulose
VIVAPUR® CS 4 FM	Microcrystalline Cellulose
VIVAPUR® CS 9 FM	Microcrystalline Cellulose
VIVAPUR® CS 70 FM	Microcrystalline Cellulose
VIVAPUR® CS 130 FM	Microcrystalline Cellulose
VIVAPUR® CS Sensory 5	Microcrystalline Cellulose
VIVAPUR® CS Sensory 15 S	Microcrystalline Cellulose, Cellulose Gum
VITACEL® CS 5 Apple	Pyrus Malus Fiber
VITACEL® CS 7 Orange	Citrus Aurantium Dulcis (Orange) Peel Powder
VITACEL® CS 5 Oat	Avena Sativa (Oat) Bran
VITACEL® CS 8 Green Tea	Camellia Sinensis Leaf Powder
VIVASTAR® CS INSTANT Powder	Sodium Carboxymethyl Starch
RHEOLOGY SOLUTIONS	
VIVAPUR® CS 032 XV	Microcrystalline Cellulose, Xanthan Gum
VIVAPUR® CS TEX Sun	Microcrystalline Cellulose, Cellulose Gum
VIVAPUR® CS TEX Easy	Microcrystalline Cellulose, Xanthan Gum, Cellulose Gum
VIVAPUR® CS TEX Wet Wipe	Microcrystalline Cellulose, Cellulose Gum
VIVASTAR® CS 302 SV	Sodium Carboxymethyl Starch
VIVASTAR® CS 352 SV	Sodium Carboxymethyl Starch
VIVASTAR® CS 152 HV	Hydroxypropyl Methyl Cellulose
SCRUB, EXFOLIANT & MASSAGE	
VITACEL® CS 150 F	Cellulose
VITACEL® CS 70 G	Cellulose
VITACEL® CS 180 G	Cellulose
VITACEL® CS 250 G	Cellulose
VITACEL® CS 400 G	Cellulose
VITACEL® CS 700 G	Cellulose
VIVAPUR® CS 230 R	Microcrystalline Cellulose
VIVAPUR® CS 150 S	Microcrystalline Cellulose
VIVAPUR® CS 450 S	Microcrystalline Cellulose
VIVAPUR® CS 150 R5	Microcrystalline Cellulose, Cellulose
VIVAPUR® CS 450 R5	Microcrystalline Cellulose, Cellulose
VIVAPUR® CS 310 R	Microcrystalline Cellulose
VIVAPUR® CS 150 Blue 4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc
VIVAPUR® CS 450 Blue 4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc
VIVAPUR® CS 150 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492
VIVAPUR® CS 450 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492
VIVAPUR® CS 150 Green	Microcrystalline Cellulose, Cellulose, CI 77288
VIVAPUR® CS 450 Green	Microcrystalline Cellulose, Cellulose, CI 77288
VIVAPUR® CS 150 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499
VIVAPUR® CS 450 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499
VIVAPUR® CS 150 Pink 2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminum Hydroxide
VIVAPUR® CS 450 Pink 2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminum Hydroxide
VIVAPUR® CS 150 Red 2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminum Hydroxide
VIVAPUR® CS 450 Red 2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminum Hydroxide
VIVAPUR® CS 150 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal powder
VIVAPUR® CS 400 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder
VIVAPUR® CS 450 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder



Functions

	VITACEL® CS							VIVAPUR® CS														
	5 Apple	5 Oat	7 Orange	8 Green Tea	20 FC	300 FC	2000 FC	150 F	70 G	180 G	250 G	400 G	700 G	4 FM	9 FM	70 FM	130 FM	Sensory 5	Sensory 15 S	230 R	150 R5	450 R5
Abrasive								✓	✓	✓	✓	✓	✓						✓	✓	✓	
Absorption	✓	✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓			
Anticaking	✓	✓	✓	✓	✓	✓			✓	✓	✓				✓	✓	✓	✓	✓	✓		
Anti-wrinkle	✓	✓	✓	✓										✓	✓		✓	✓				
Balling effect					✓	✓	✓	✓														
Black & white effect																					✓	✓
Bulking	✓	✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓			
Detox																						
Easier distribution on skin	✓	✓	✓	✓										✓	✓			✓	✓			
ECOCERT/COSMOS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Exfoliating						✓	✓	✓	✓	✓	✓	✓	✓							✓	✓	✓
Gum massage																						
Faster drying	✓	✓	✓	✓	✓	✓								✓	✓			✓	✓			
Flowd aid																✓	✓		✓	✓		
Fluidity																		✓	✓			
Higher pigmentation	✓	✓	✓	✓										✓	✓			✓	✓			
Instant powder																						
Lash extension						✓	✓	✓														
Long lasting	✓	✓	✓	✓	✓									✓	✓			✓	✓			
Lubricity														✓	✓			✓	✓			
Massage																						
Mattifying	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓	✓	✓	✓	✓			
More volume	✓	✓	✓	✓	✓	✓								✓	✓							
Natural origin	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

✓ highly recommended



Functions

	VITACEL® CS					VIVAPUR® CS														
	5 Apple	5 Oat	7 Orange	8 Green Tea		150 F	70 G	180 G	250 G	400 G	700 G	4 FM	9 FM	70 FM	130 FM	Sensory 5	Sensory 15 S	230 R	150 R5	450 R5
Opacifying	✓	✓	✓	✓								✓	✓							
Peeling						✓	✓	✓	✓	✓	✓					✓	✓	✓		
Reduce oiliness	✓	✓	✓	✓	✓							✓	✓			✓	✓			
Reduce stickiness	✓	✓	✓	✓	✓							✓	✓			✓	✓			
Reduce tackiness	✓	✓	✓	✓	✓							✓	✓			✓	✓			
Rolling																				
Scalp massage																				
Scrub						✓	✓	✓	✓	✓	✓					✓	✓	✓		
Sensory improver	✓	✓	✓	✓	✓							✓	✓			✓	✓			
Silky feel	✓	✓	✓	✓								✓	✓			✓	✓			
Skin Massage																				
Slip agent	✓	✓	✓	✓								✓	✓			✓	✓			
Smoothing	✓	✓	✓	✓								✓	✓			✓	✓			
Soft focus	✓	✓	✓	✓								✓	✓			✓	✓			
Soft hair	✓	✓	✓	✓								✓	✓							
Soft touch	✓	✓	✓	✓								✓	✓			✓	✓			
Sprayable	✓	✓	✓	✓								✓	✓			✓	✓			
Stabilizer																				
Swelling																				
Texturizing	✓	✓	✓	✓								✓	✓			✓	✓			
Thickener																				
Visual												✓	✓	✓				✓	✓	
Wrinkle filler	✓	✓	✓	✓								✓	✓			✓	✓			

✓ highly recommended



														VIVASTAR® CS			
310 R							150 S							450 S			
150 Blue 4							450 Blue 4							150 Blue 4			
150 Red 2							450 Red 2							150 Red 2			
150 Pink 2							450 Pink 2							150 Pink 2			
150 Green							450 Green							150 Green			
150 Yellow							450 Yellow							150 Yellow			
150 Brown							450 Brown							150 Brown			
150 Charcoal							400 Charcoal							150 Charcoal			
450 Charcoal							032 XV							450 Charcoal			
TEX Sun							TEX Wet Wipe							TEX Sun			
TEX EASY														TEX EASY			
														INSTANT Powder			
														302 SV			
														352 SV			
														152 HV			

ALTERNATIVE TO SYNTHETIC POWDERS



Alternative to
Silica, PMMA, Nylon, Boron Nitride,
Silicone and PE Powder

Design
Ultrafine Microcrystalline Cellulose
Fruit Fibers
Velvet touch

Grade		INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM	✓	Microcrystalline Cellulose	White	Particle	4 µm
VIVAPUR® CS 9 FM		Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS Sensory 5	✓	Microcrystalline Cellulose	White	Pearls	5 µm
VIVAPUR® CS Sensory 15 S	✓	Microcrystalline Cellulose, Cellulose Gum	White	Pearls	15 µm
VITACEL® CS 5 Apple	✓	Pyrus Malus Fiber	Brown	Particle	5 µm
VITACEL® CS 5 Oat		Avena Sativa (Oat) Bran	Off-white	Particle	5 µm
VITACEL® CS 7 Orange		Citrus Aurantium Dulcis (Orange) Peel Powder	Beige	Particle	7 µm
VITACEL® CS 8 Green Tea		Camellia Sinensis Leaf Powder	Green	Particle	8 µm

 highly recommended

Alternative to	Functions
Silica, Nylon, PE Powder, Boron Nitride	Mattifying, Absorption, Anticaking
Nylon, PE Powder	Mattifying, Absorption, Anticaking
PMMA, PE Powder, Silicone Powder, Boron Nitride	Mattifying, Increase of smoothness, Fluidity and lubricity, Anticaking
PMMA, PE Powder, Silicone Powder	Mattifying, Increase of smoothness, Fluidity and lubricity, Anticaking
PMMA, PE Powder	Increase of smoothness, Fluidity and lubricity, Anticaking
PMMA, PE Powder	Increase of smoothness, Fluidity and lubricity, Anticaking
PMMA, PE Powder	Increase of smoothness, Fluidity and lubricity, Anticaking
PMMA, PE Powder	Mattifyng, Anticaking

ANTI-WRINKLE



Design

4 µm Microcrystalline Cellulose
5 µm, 7 µm and 8 µm Fruit Fibers
ECOCERT/COSMOS

Grade		INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM	✓	Microcrystalline Cellulose	White	Pearls	4 µm
VITACEL® CS 5 Apple		Pyrus Malus Fiber	Brown	Particle	5 µm
VITACEL® CS 5 Oat		Avena Sativa (Oat) Bran	Off-white	Particle	5 µm
VITACEL® CS 7 Orange		Citrus Aurantium Dulcis (Orange) Peel Powder	Beige	Particle	7 µm
VITACEL® CS 8 Green Tea		Camellia Sinensis Leaf Powder	Green	Particle	8 µm

BABY POWDER



Design

Safe and edible
Microcrystalline Cellulose and Cellulose
ECOCERT/COSMOS

Grade		INCI	Color	Structure	Particle size
VIVAPUR® CS 9 FM	✓	Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS 70 FM	✓	Microcrystalline Cellulose	White	Particle	70 µm
VITACEL® CS 20 FC		Cellulose	White	Fiber	20 µm

✓ highly recommended

Functions

Wrinkle filler, Smoothing agent, Sensory enhancer, Soft focus

Functions

High absorption, Low bulk density, Excellent skin feel, Alternative to talc, Alternative to starch

High absorption, Low bulk density, Excellent skin feel, Alternative to talc, Alternative to starch

High absorption, Low bulk density, Excellent skin feel, Alternative to talc, Alternative to starch

BALLING EFFECT



Design

White Cellulose Fiber
Unique structure
ECOCERT/COSMOS

Grade	INCI	Color	Structure	Particle size
VITACEL® CS 20 FC	Cellulose	White	Fiber	20 µm
VITACEL® CS 150 F ✓	Cellulose	White	Fiber	100 µm
VITACEL® CS 300 FC	Cellulose	White	Fiber	300 µm
VITACEL® CS 2000 FC	Cellulose	White	Fiber	2000 µm

INSTANT POWDER CLEANSERS



Design

Unique effect
New concept
Powder solution

Grade	INCI	Color	Structure	Particle size
VIVASTAR® CS INSTANT Powder ✓	Sodium Carboxymethyl Starch	White	Powder	-
VIVASTAR® CS 302 SV	Sodium Carboxymethyl Starch	White	Gel	-
VIVASTAR® CS 352 SV	Sodium Carboxymethyl Starch	White	Gel	-
VIVAPUR®CS 70 FM	Microcrystalline Cellulose	White	Particle	70 µm
VIVAPUR®CS 130 FM ✓	Microcrystalline Cellulose	White	Particle	130 µm

✓ highly recommended

Functions

Unique scrub effect of Cellulose, New gentle exfoliation system, New skin feel

Unique scrub effect of Cellulose, New gentle exfoliation system, New skin feel

Unique scrub effect of Cellulose, New gentle exfoliation system, New skin feel

Unique scrub effect of Cellulose, New gentle exfoliation system, New skin feel

Functions

Instant rheology modifier, Fast swelling powder, Absorption powder, Instant effect, Smooth skin feel

Instant rheology modifier, Absorption powder, Smooth skin feel

Instant rheology modifier, Absorption powder, Smooth skin feel

High water and humidity absorption, Flow aid

High water and humidity absorption, Flow aid

COLOR COSMETICS



Design

4 µm to 9 µm Microcrystalline Cellulose
 5 µm, 7 µm and 8 µm Fruit Fibers
 ECOCERT/COSMOS

Grade		INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM	✓	Microcrystalline Cellulose	White	Particle	4 µm
VIVAPUR® CS 9 FM		Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS Sensory 5	✓	Microcrystalline Cellulose	White	Pearls	5 µm
VIVAPUR® CS Sensory 15 S	✓	Microcrystalline Cellulose, Cellulose Gum	White	Pearls	15 µm
VITACEL® CS 5 Apple		Pyrus Malus Fiber	Brown	Particle	5 µm
VITACEL® CS 5 Oat		Avena Sativa (Oat) Bran	Off-white	Particle	5 µm
VITACEL® CS 7 Orange		Citrus Aurantium Dulcis (Orange) Peel Powder	Beige	Particle	7 µm
VITACEL® CS 8 Green Tea		Camellia Sinensis Leaf Powder	Green	Particle	8 µm
VITACEL® CS 20 FC	✓	Cellulose	White	Fiber	20 µm
VITACEL® CS 300 FC		Cellulose	White	Fiber	300 µm
VITACEL® CS 2000 FC		Cellulose	White	Fiber	2000 µm

✓ highly recommended

Functions

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Pressing additive, Wrinkle filler

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Pressing additive

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Pressing additive, Slip agent

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Pressing additive, Slip agent

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Wrinkle filler

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Wrinkle filler

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Wrinkle filler

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Wrinkle filler

Mattifying, Lash extension

Mattifying, Lash extension, High water and oil binding

Mattifying, Lash extension, High water and oil binding

HAIR CARE



Design

9 µm and 70 µm Microcrystalline Cellulose
20 µm Cellulose
ECOCERT/COSMOS

DRY SHAMPOO

Grade	INCI	Color	Structure	Particle size
VIVAPUR® CS 9 FM	Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS 70 FM	Microcrystalline Cellulose	White	Particle	70 µm
VITACEL® CS 20 FC <input checked="" type="checkbox"/>	Cellulose	White	Fiber	20 µm

INSTANT POWDER SHAMPOO

Grade	INCI	Color	Structure	Particle size
VITACEL® CS 20 FC <input checked="" type="checkbox"/>	Cellulose	White	Fiber	20 µm
VIVASTAR® CS INSTANT Powder <input checked="" type="checkbox"/>	Sodium Carboxymethyl Starch	White	Powder	-
VIVASTAR® CS 302 SV	Sodium Carboxymethyl Starch	White	Gel	-
VIVASTAR® CS 352 SV	Sodium Carboxymethyl Starch	White	Gel	-
VIVAPUR® CS 70 FM	Microcrystalline Cellulose	White	Particle	70 µm
VIVAPUR® CS 130 FM	Microcrystalline Cellulose	White	Fiber	130 µm

SULFATE-FREE SHAMPOO

Grade	INCI	Appearance	Viscosity (2 %)
VIVAPUR® CS 032 XV <input checked="" type="checkbox"/>	Microcrystalline Cellulose, Xanthan Gum	White powder	2000 mPas

VOLUME HAIR

Grade	INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM <input checked="" type="checkbox"/>	Microcrystalline Cellulose	White	Particle	4 µm
VIVAPUR® CS 9 FM	Microcrystalline Cellulose	White	Particle	9 µm
VITACEL® CS 5 Apple	Pyrus Malus Fiber	Brown	Particle	5 µm
VITACEL® CS 5 Oat	Avena Sativa (Oat) Bran	Off-white	Particle	5 µm
VITACEL® CS 7 Orange	Citrus Aurantium Dulcis (Orange) Peel Powder	Beige	Particle	7 µm
VITACEL® CS 8 Green Tea	Camellia Sinensis Leaf Powder	Green	Particle	8 µm

highly recommended

Functions

High sebum absorption, High water absorption, High oil absorption, Hair softening, Low bulk density, Non-sticky, Volume extender, Soft touch

High sebum absorption, Non-sticky

High sebum absorption, Hair softening, Low bulk density, Non-sticky, Volume extender, Soft touch

Functions

Unique scrub effect of Cellulose, New gentle exfoliation system, New skin feel

Instant rheology modifier, Fast swelling powder, Absorption powder, Instant effect, Smooth skin feel

Instant rheology modifier, Absorption powder, Smooth skin feel

Instant rheology modifier, Absorption powder, Smooth skin feel

High water and humidity absorption, Flow aid

High water and humidity absorption, Flow aid

Functions

Stabilizer, High thixotropic behavior, Sprayable, Sensory improver

Functions

Increase of single hair diameter, Increase the volume of the hair, Physical effect

Increase of single hair diameter, Increase the volume of the hair, Physical effect

Increase of single hair diameter, Increase the volume of the hair, Physical effect

Increase of single hair diameter, Increase the volume of the hair, Physical effect

Increase of single hair diameter, Increase the volume of the hair, Physical effect

Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness, Wrinkle filler

SCRUB, EXFOLIANT & MASSAGE



Design

Fibrous, granular, angular and spherical structure
White and colored
ECOCERT/COSMOS

Grade	INCI	Color	Structure	Particle size
VIVAPUR® CS 230 R	Microcrystalline Cellulose	White	Granule	230 µm
VITACEL® CS 150 F	Cellulose	White	Fiber	100 µm
VITACEL® CS 70 G	Cellulose	White	Granule	70 µm
VITACEL® CS 180 G	Cellulose	White	Granule	180 µm
VITACEL® CS 250 G	Cellulose	White	Granule	300 µm
VITACEL® CS 400 G	Cellulose	White	Granule	400 µm
VITACEL® CS 700 G	Cellulose	White	Granule	700 µm
VIVAPUR® CS 150 S	Microcrystalline Cellulose	White	Spherical	150 µm
VIVAPUR® CS 450 S	Microcrystalline Cellulose	White	Spherical	450 µm
VIVAPUR® CS 310 R	Microcrystalline Cellulose	White	Nearly spherical	310 µm
VIVAPUR® CS 150 R5	Microcrystalline Cellulose, Cellulose	White	Angular	150 µm
VIVAPUR® CS 450 R5	Microcrystalline Cellulose, Cellulose	White	Angular	450 µm
VIVAPUR® CS 150 Blue4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc	Blue	Spherical	150 µm
VIVAPUR® CS 450 Blue4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc	Blue	Spherical	450 µm
VIVAPUR® CS 150 Pink2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Pink	Spherical	150 µm
VIVAPUR® CS 450 Pink2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Pink	Spherical	450 µm
VIVAPUR® CS 150 Red2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Red	Spherical	150 µm
VIVAPUR® CS 450 Red2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Red	Spherical	450 µm
VIVAPUR® CS 150 Green	Microcrystalline Cellulose, Cellulose, CI 77288	Green	Spherical	150 µm
VIVAPUR® CS 450 Green	Microcrystalline Cellulose, Cellulose, CI 77288	Green	Spherical	450 µm
VIVAPUR® CS 150 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492	Yellow	Spherical	150 µm
VIVAPUR® CS 450 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492	Yellow	Spherical	450 µm
VIVAPUR® CS 150 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499	Brown	Spherical	150 µm
VIVAPUR® CS 450 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499	Brown	Spherical	450 µm
VIVAPUR® CS 150 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	150 µm
VIVAPUR® CS 400 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	400 µm
VIVAPUR® CS 450 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	450 µm
✓ highly recommended				

Functions

Abrasive, Peeling, Scrub, Exfoliating,

Abrasive, Peeling, Scrub, Exfoliating, Balling effect

Abrasive, Peeling, Scrub, Exfoliating

Abrasive, Peeling, Scrub, Exfoliating

Abrasive, Peeling, Scrub, Exfoliating, Visual

Abrasive, Peeling, Scrub, Exfoliating, Visual

Abrasive, Peeling, Scrub, Exfoliating, Visual

Abrasive, Massage, Peeling, Scrub, Exfoliating, Visual, Rolling

Abrasive, Massage, Peeling, Scrub, Exfoliating, Visual, Rolling

Abrasive, Peeling, Scrub, Exfoliating, Visual

Abrasive, Peeling, Scrub, Exfoliating, Visual

Abrasive, Massage, Peeling, Scrub, Exfoliating, Visual, Rolling

Abrasive, Massage, Peeling, Scrub, Exfoliating, Visual, Rolling, No bleeding

Abrasive, Massage, Peeling, Scrub, Exfoliating, Visual, Rolling, No bleeding

ORAL CARE



Design

Bamboo Charcoal Cellulose Spheres
Black and white creation
ECOCERT/COSMOS

Grade	INCI	Color	Structure	Particle size
VITACEL® CS 70 G	Cellulose	White	Granule	70 µm
VITACEL® CS 180 G	Cellulose	White	Granule	180 µm
VITACEL® CS 250 G	Cellulose	White	Granule	300 µm
VIVAPUR® CS 9 FM	Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS 150 R5	Microcrystalline Cellulose, Cellulose	White	Angular	150 m
VIVAPUR® CS 450 R5	Microcrystalline Cellulose, Cellulose	White	Angular	450 µm
VIVAPUR® CS 230 R	Microcrystalline Cellulose	White	Granule	230 µm
VIVAPUR® CS 150 S	Microcrystalline Cellulose	White	Spherical	150 µm
VIVAPUR® CS 450 S	Microcrystalline Cellulose	White	Spherical	450 µm
VIVAPUR® CS 150 Blue4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc	Blue	Spherical	150 µm
VIVAPUR® CS 450 Blue4	Microcrystalline Cellulose, Cellulose, CI 77510, Talc	Blue	Spherical	450 µm
VIVAPUR® CS 150 Pink2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Pink	Spherical	150 µm
VIVAPUR® CS 450 Pink2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Pink	Spherical	450 µm
VIVAPUR® CS 150 Red2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Red	Spherical	150 µm
VIVAPUR® CS 450 Red2	Microcrystalline Cellulose, Cellulose, CI 73360, Aluminium Hydroxide	Red	Spherical	450 µm
VIVAPUR® CS 150 Green	Microcrystalline Cellulose, Cellulose, CI 77288	Green	Spherical	150 µm
VIVAPUR® CS 450 Green	Microcrystalline Cellulose, Cellulose, CI 77288	Green	Spherical	450 µm
VIVAPUR® CS 150 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492	Yellow	Spherical	150 µm
VIVAPUR® CS 450 Yellow	Microcrystalline Cellulose, Cellulose, CI 77492	Yellow	Spherical	450 µm
VIVAPUR® CS 150 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499	Brown	Spherical	150 µm
VIVAPUR® CS 450 Brown	Microcrystalline Cellulose, Cellulose, CI 77491, CI 77492, CI 77499	Brown	Spherical	450 µm
VIVAPUR® CS 150 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	150 µm
VIVAPUR® CS 400 Charcoal ✓	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	400 µm
VIVAPUR® CS 450 Charcoal	Microcrystalline Cellulose, Cellulose, Charcoal Powder	Black	Spherical	450 µm

✓ highly recommended

Functions

Abrasive (moderate), Cleaning, Black & white

Abrasive (moderate), Cleaning, Black & white

Abrasive (moderate), Cleaning, Black & white

Abrasive (moderate), Cleaning, Black & white, Sensory improver, Absorption

Abrasive (moderate), Cleaning, Gum massage, Black & white, Rolling effect

Abrasive (moderate), Cleaning, Gum massage, Black & white, Rolling effect

Abrasive (moderate), Cleaning, Black & white, Sensory improver

Abrasive (moderate), Cleaning, Gum massage, Black & white, Rolling effect

Abrasive (moderate), Cleaning, Gum massage, Black & white, Rolling effect

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Visual effect, Rolling effect, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Black & white, Visual effect, Detox, No bleeding

Abrasive (moderate), Cleaning, Gum massage, Black & white, Visual effect, Detox, No bleeding

SENSORY IMPROVEMENT



Design

Alternative to silica
Soft and smooth effect
ECOCERT/COSMOS

Grade	INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM	Microcrystalline Cellulose	White	Particle	4 µm
VIVAPUR® CS 9 FM	Microcrystalline Cellulose	White	Particle	9 µm
VIVAPUR® CS Sensory 5	Microcrystalline Cellulose	White	Pearls	5 µm
VIVAPUR® CS Sensory 15 S	Microcrystalline Cellulose, Cellulose Gum	White	Pearls	15 µm
VITACEL® CS 5 Apple	Pyrus Malus Fiber	Brown	Particle	5 µm
VITACEL® CS 5 Oat	Avena Sativa (Oat) Bran	Off-white	Particle	5 µm
VITACEL® CS 7 Orange	Citrus Aurantium Dulcis (Orange) Peel Powder	Beige	Particle	7 µm
VITACEL® CS 8 Green Tea	Camellia Sinensis Leaf Powder	Green	Particle	8 µm

DEODORANT

Grade	INCI	Color	Structure	Particle size
VIVAPUR® CS 4 FM	Microcrystalline Cellulose	White	Particle	9 µm
VITACEL® CS 20 FC	Cellulose	White	Fiber	20 µm

highly recommended

Functions

Reduce stickiness, oiliness, tackiness and greasiness, Soft focus, Wrinkle filler, Anticaking, Mattifying,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Wrinkle filler, Anticaking, Mattifying,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Wrinkle filler, Anticaking, Mattifying,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Anticaking, Mattifying,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Wrinkle filler, Anticaking,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Wrinkle filler, Anticaking,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Reduce stickiness, oiliness, tackiness and greasiness, Wrinkle filler, Anticaking,
Improve homogenous distribution of other ingredients, Prevent reagglomeration

Wrinkle filler, Mattifying, Sensory improver, Anticaking, Reduce stickiness, oiliness, greasiness

Functions

Fast drying, Silky skin feel, Reduce tackiness, Carrier, Prevent agglomeration

Fast drying, Reduce tackiness, Carrier, Prevent agglomeration

SUNSCREEN



Design

2 in 1 stabilizer
Microcrystalline Cellulose and Cellulose Gum
Sprayable

Grade	INCI	Color	Appearance	Viscosity (2 %)
VIVAPUR® CS TEX Sun	Microcrystalline Cellulose, Cellulose Gum	-	White powder	1500 mPas
VIVAPUR® CS 4 FM	Microcrystalline Cellulose	White	-	-
VIVAPUR® CS 9 FM	Microcrystalline Cellulose	White	-	-

highly recommended

WET WIPES



Design

2 in 1 stabilizer
Microcrystalline Cellulose and Cellulose Gum
Sprayable

Grade	INCI	Appearance	Color of Gel	Viscosity (2 %)
VIVAPUR® CS TEX Wet Wipe	Microcrystalline Cellulose, Cellulose Gum	White powder	Opaque	2000 mPas

highly recommended

Functions

Opaque stabilizer, Easier distribution on skin, Sensory improver, Sprayable, Homogenous spray mist, High thixotropic behaviour

Reduce stickiness, oiliness, tackiness and greasiness, Sprayable

Reduce stickiness, oiliness, tackiness and greasiness

Functions

Stabilization of all ingredients, High thixotropic behaviour, Silky skin feel, Sprayable

THICKENER & STABILIZER



Design

Microcrystalline Cellulose
Cellulose Gum/Xanthan Gum
Sodium Carboxymethyl Starch
Hydroxypropyl Methylcellulose

Grade	INCI	Appearance	Color of Gel	Viscosity (2 %)
VIVAPUR® CS TEX Easy	✓ Microcrystalline Cellulose, Xanthan Gum, Cellulose Gum	White powder	Opaque	2000 mPas
VIVAPUR® CS 032 XV	✓ Microcrystalline Cellulose, Xanthan Gum	White powder	Opaque	2000 mPas
VIVASTAR® CS 302 SV	Sodium Carboxymethyl Starch	White powder	Nearly transparent	30000 mPas
VIVASTAR® CS 352 SV	Sodium Carboxymethyl Starch	White powder	Nearly transparent	35000 mPas
VIVASTAR® CS 152 HV	Hydroxypropyl Methylcellulose	White powder	Nearly transparent	15000 mPas
VIVASTAR® CS 002 Alginate	Algin	White powder	Nearly transparent	200 mPas
VIVASTAR® CS 022 Alginate	Algin	White powder	Nearly transparent	2000 mPas
VIVASTAR® CS 032 Alginate	Algin	White powder	Nearly transparent	3000 mPas
VIVASTAR® CS 052 Alginate	Algin	White powder	Nearly transparent	5000 mPas

✓ highly recommended

Functions

Opaque thickener and stabilizer, Sprayable

Opaque thickener and stabilizer, Sprayable

Nearly transparent thickener

Nearly transparent thickener

Nearly transparent thickener, Very stable with electrolytes

Nearly transparent thickener, Gelling agent, Stabilizer, Emulsifier



PRODUCT PORTFOLIO

SEE YOU NEXT TIME !

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AMERICA



USA



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France



Germany



France



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PRODUCT PORTFOLIO



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