

ACTIVE BEAUTY

# Unispheres® technology

Emotion & perception booster



Skin & Hair care / Visualisation

Givaudan

Human by nature

# Beyond aesthetics, speaking to the soul

## The well-being quest: making the most of daily routines

In our pursuit of efficiency, we also seek to enjoy every task throughout the day. Time spent on your personal care routine is no exception; showering in the morning should be more than just a cleansing ritual - it should be a delightful experience that sets a positive tone for the day ahead.

Daily chores like laundry and dishwashing can become less tedious when we use the right products, combining performance and sensoriality, and potentially leading to enjoyment and satisfaction!

Over 88% of beauty and personal care product buyers look for products that **make them feel good** while using them.<sup>1</sup>

As a result, beauty and personal care products are evolving into vehicles for various emotions - joy, curiosity, serenity... - triggering all our senses and contributing to feel-good routines.

## Holistic approach of beauty products: crafting emotional connection

### Step 1: Love at first sight

On the shelves, the visual appeal of a product, whether its colour, packaging, design... - captures the consumer's attention first. Research shows that these visual elements significantly influence consumer choice and perception. First impressions matter! They spark curiosity and boost desirability, setting the stage for a delightful experience.

### Step 2: Not all about performance, passionate use of the product

During use, performance is essential, however it is not enough to build trust and loyalty. Today's consumers seek a multi-sensory journey that includes captivating visuals, delightful scents, and engaging textures.

The visual aspect plays a crucial role in fulfilling these promises, enhancing pleasure with every use, fostering a genuine passion for the product, and leading to higher purchase intentions and re-buy rates.

## Visual ingredients: impact boosters, elevate the beauty experience



Eye-catching visuals spark curiosity and evoke emotions, enhancing the product's appeal and desirability.

They promise a positive experience, elevating the overall sensory journey and boosting consumer engagement.

Visual ingredients like beads play a significant role in shaping the consumer's emotional response to beauty products in several ways.<sup>2</sup>



Make the invisible...visible!  
Visuals enhance the perception of efficacy and signal the product's effectiveness, to support its performance.

They convey a compelling story and convincing claims that help build trust and foster loyalty.

Visual ingredients in beauty products, such as beads, can significantly influence consumer perceptions of effectiveness in several ways.<sup>2</sup>

# Focus on the product

## Unispheres® , 35+ years in visualisation technology

Spheres or shapes can be introduced in a wide range of formula. Eye-catching in the final product, they quickly soften, dissolve and fully disappear during the application. These visual ingredients are key to elevate the product experience and create feel-good rituals, enhancing positive emotions as well as perceived effectiveness.

### Swiss excellence



Impeccable quality  
High stability  
Easy formulation and handling

### High precision



Precise process to obtain  
**homogenous spheres distribution**,  
in size, shape, colour

### Sustainable Beauty



**Minimalist chassis** based  
on water, mannitol and  
microcrystalline cellulose

### Emotions & mood booster



### Sensorial enhancer



### Supports the product story claims & performance



### Answers market trends customisation & premiumisation



## Unlimited possibilities thanks to a versatile portfolio

### Essentials

Small or large size spheres	Matte effect	Possible to load vitamin E

### Signature

Small or large sizes spheres Shapes	Matte effect Pearlescent coating Bicolour coating Alcohol stable coating	Possible to load lipophilic hero ingredients or pigments for colour release

Customisation: designing the perfect match to support your story
Create your Unispheres®! Adjust the size, colour and shape. Include your hero ingredient. Reach out for more information

# Consumer study - online surveys

## Unispheres®, universal thus unique

1313 women aged from 18 to 50 years old in Brazil, China, France and USA. 12 pictures of personal cleansing formula without and with Unispheres® have been shown in randomised order.

Questions have been asked: their liking, the perception of the product and how does it make them feel.



### Results:

#### Boost product liking and attractiveness

Products with Unispheres® are significantly more liked than the clear gel without Unispheres®. Unispheres® significantly boost the overall liking of a product.

#### Support product premiumisation

Products with Unispheres® are significantly perceived as more effective and premium.

It significantly evokes more positive feelings: energised, relaxed, comfortable, happy, positive and sensual.

#### Adaptative technology, for creating unique stories

Unispheres® are able to significantly evoke more specific feelings depending on the colour.

- Blue: refreshed
- Gold: happy, positive
- Green: natural, refreshed, relaxed
- Red: sensual

## Unispheres®, versatile technology for various applications

Conversation with an AI avatar: 120 consumers aged from 18 to 60 years old in USA, U.K, India and China. 2 product types (shower gel and laundry detergent) are presented, with and without small blue Unispheres®, in a random order.

Spontaneous reactions and impressions of the respondents are registered, appreciation and final comparison of products, with and without Unispheres®.

The study is based on multimodal analysis: semantics, facial expressions, voice analysis, eye tracking, gesture, and physiological measures such as heart rate and breathing.

### Results 1: positive emotions booster

Products with Unispheres® significantly evoke more joy, surprise and confidence across all countries.

Consumers spontaneously mention positively the blue bead: "seems very refreshing", "beautiful bright blue", "looks appealing".

### Results 2: perceived performance booster

Panellists spontaneously mention a higher effectiveness of the product with Unispheres® versus the one without visuals. Unispheres® help signal the functionality and performance of a product, for body care as for fabric care.



Surprise Energised  
Joy  
Sensuality Relaxation  
Confidence

# Consumer study - home usage test

## Unispheres<sup>®</sup>, signal innovation, performance and high quality

142 French women aged from 18 to 50 years old. 68 tested a moisturising serum without Unispheres<sup>®</sup> and 74 tested the same serum with small blue Unispheres<sup>®</sup>. Application twice a day, during two weeks.

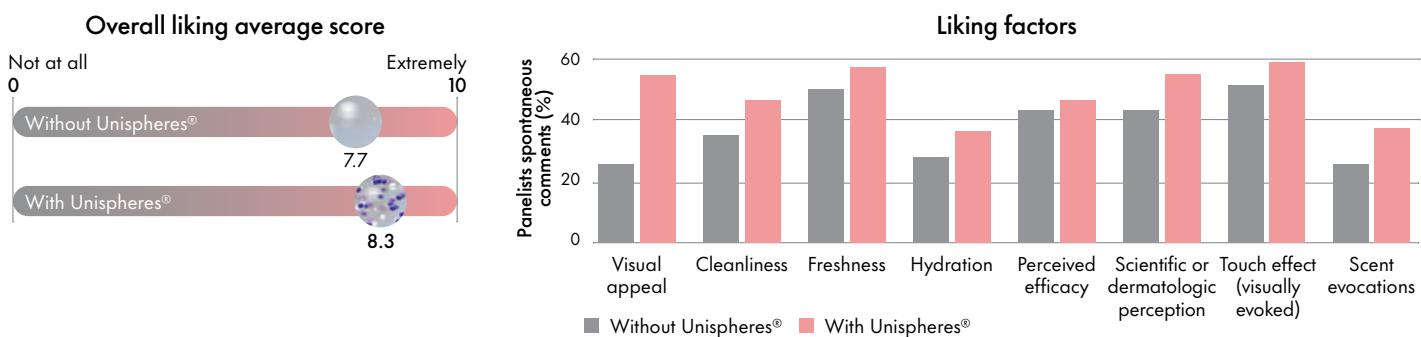
During the study, panelists discussed with a conversational AI avatar in an open discussion. Spontaneous reactions and impressions of the respondents are registered: appreciation of the product, overall feedback and impressions.

Unispheres<sup>®</sup> significantly enhance the emotional experience and overall liking of the product.

- **During discovery:** microbeads trigger admiration, curiosity and positive surprise.
- **During application:** they reinforce feelings of confidence, sensual pleasure and comfort.
- **After use:** they leave a lasting impression of sophistication and contribute to emotional attachment.



### Results 1: stronger emotional impact and liking at product discovery



### Results 2: perceived efficacy and innovation enhanced after 2 weeks of application



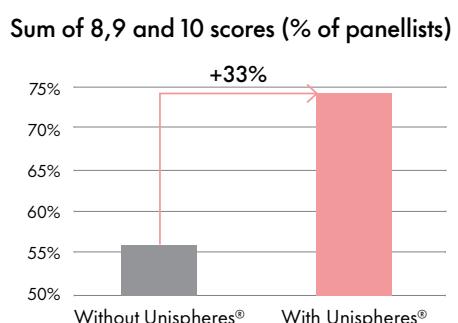
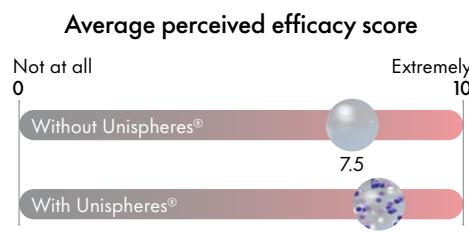
Both serums are seen as effective, but the one containing Unispheres<sup>®</sup> significantly receives higher efficacy scores. Unispheres<sup>®</sup> act as an emotional amplifier of product performance, for stronger credibility.

74% of panelists give high efficacy scores to the serum with Unispheres<sup>®</sup>, versus only 56% of panelists to the serum without Unispheres<sup>®</sup>.

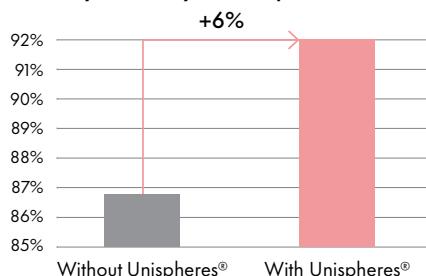
### Results 3: higher purchase intention

Unispheres<sup>®</sup> significantly boost purchase intention, enhancing the visual appeal, the emotional engagement, the premium perception of the product.

92% of the panelists answer they "probably" to "very certainly" buy the serum with Unispheres<sup>®</sup>, versus only 87% for the serum without Unispheres<sup>®</sup>.



Purchase intention (from "probably" to "very certainly", % of panelists)



# Summary



## Technical information

**Preservation:** None

**Dosage:** 0.5% → 3%

**Processing:** Suitable for all types of formula containing a minimum of 30% water, suitable for pH3 – 10, avoid pH <6.5 if using Unispheres® with Ultramarines pigments.

To be added at the end of the process, at cold or only moderate temperature, under gentle stirring.

## Benefits

**Claims:** Clean beauty, microplastic-free, biodegradable, vegan, emotion booster, effectiveness enhancer, booster of performance's perception, induces product's desirability, trigger pleasure and engagement, visual appeal booster, eye-catching, sparks curiosity.

**Applications:** Skin, body, hand, scalp and hair care, oral care, makeup, fabric care, pet care. Emulsions, lotions, serums, gels, soaps, hand sanitisers, detergents.

## Givaudan Active Beauty Sales Offices

### Europe

Givaudan France SAS  
19-23 rue de la Voie des Bans  
FR-95100 Argenteuil (France)

Givaudan UK Ltd  
Magna House,  
76-80 Church Street Staines,  
TW18 4XR (United Kingdom)

Givaudan Deutschland GmbH  
Oberdiller Str. 18,  
82065 Baierbrunn (Germany)

### Asia

Givaudan Shanghai Ltd  
298 Li Shi Zhen Road  
Pudong Zhang Jiang High Tech Park  
201203 Shanghai (China)

Givaudan Singapore P/L  
1 Pioneer Turn,  
627576 Singapore (Singapore)

Givaudan Korea Ltd  
11F Dongwon F&B Building,  
60 Mabang-ro, Seocho-gu,  
06775 Seoul (Korea)

global.cosmetic@givaudan.com  
www.givaudan.com

### North America

Givaudan Fragrances Corp.  
40 W - 57th Street - Floor 17  
NY 10019- New York (United States)

### Latin America

Givaudan do Brasil Ltda  
Av. Engº Billings - 2185, Edifício 31,  
1ºAndar - Jaguaré  
05321-010 São Paulo - SP (Brazil)

### Middle East & Africa

Givaudan (India) Pvt Ltd  
MIDC Central Road, Andheri (E),  
400093 Mumbai (India)

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