

Results of the 2nd Edition of the Monoi Institute International Formulation Contest

Expressing all the talent and creativity of those who make innovation happen

Started two years ago, the International Formulation Contest is an original initiative by the Monoi Institute. The designers, formulators of the cosmetic industry are invited to present a product concept and a formula on a given theme. The best project is awarded a fabulous trip for two to Tahiti and her Islands – the ultimate destination for resourcing inspiration.

The first Prize

A 10 days stay for two at the Moorea Pearl Resort & Spa and at the Taha'a Private Island & Spa, the first Relais et Châteaux hotel in French Polynesia.

The Pearl Resorts hotels, partner of the Monoi Institute for the Formulation Contest, create unique destination places designed as genuine crown jewels of the Polynesian tradition.

The 2004-2005 theme

Monoï Sublime Care

The sacred oil from Tahiti and her Islands

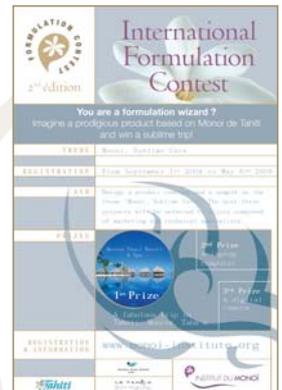
The idea is to celebrate beauty through the combination of sensoriality and functionality - to draw inspiration from the clear transparency of blue lagoons, the scintillating and snowy texture of Tiare flowers, the voluptuous and silky feel of the oil, all the positive energy of Paradise... and imagine a sublime product for sublimate beauty.

Sublime: the word indicates a degree of perfection, a way to transcend beauty. But the word also refers to the transmutation of elements, to the possibility offered to the body to reach a spiritual, almost divine, state...

For a new dimension of cosmetics

In cosmetics, the notion of sublime care covers the two meanings of the word: it may be the product designed to perfect the skin, to produce the effect of radiant beauty... Gold, a symbol of perfection, shimmering products, formulas which sublimate suntan obviously belong to this category. But the adjective may also refer to the sacred oil of ancient tradition which sublimate the beauty of queens and reveals their divine nature...

At a time when cosmetics are rediscovering the virtue of a holistic, more global approach to beauty, the notion of sublime care synthesizes many expectations: make-up to sublimate a person's beauty or identity, the possibility of freeing beauty from time, perfecting the mind, awakening the body and the senses...



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The 2004-2005 Participation

Monoï de Tahiti inspires creation on the 5 continents

Over 130 contestants registered for the second edition of the contest and 50 projects were submitted – 20 originating from France and 30 from other countries (Brazil, Byelorussia, Canada, the United States, Greece, Italy, Mexico, the Philippines, Portugal, United Kingdom, Sri Lanka, etc).

All the richness of Tahitian traditions in modern formulas

Tahiti and her Islands have a strong and ancient tradition for holistic care. The skin is seen as a uniting bond between the human being and the surrounding natural environment. The body and the spirit are maintained in harmony by words, plant-based remedies and massage.

In Europe, the myth of Monoï de Tahiti was born in France, on the Côte d'Azur. More than 30 years ago, the small bottle with the Tiare flower became the star of sun tanning oils on the fashionable beaches of Cannes and Saint Tropez. Since then it has never ceased to delight the senses of beachcombers and summer mermaids.

Now, formulators are rediscovering all the richness of the Tahitian beauty and well-being traditions to design sublime products for the face, body and hair.

Most projects express both the active and sensorial dimensions of Monoï de Tahiti. Glitters and shimmers are now formulated with high-tech active elements in voluptuous formulas – a modern version of the Monoï spirit... Sublime!

Product breakdown:

- 30 **body** care,
- 17 **face** care,
- 3 **hair** care.

The Jury

The jury was composed of both scientific and marketing professionals from the cosmetics industry. Project evaluation mainly focused on the product's sensorial properties (texture and fragrance), the originality of the concept, the consistency of the formula with the product concept, and how Monoï de Tahiti's value was applied in the project.

- **President of the Jury:** Patrice André - Parfums Christian Dior
- Laurence Bacilieri - Cosmetic Research International
- Antoine Srkala – The Monoï Institute
- Jacques Sebag - Re-Source!
- Elizabeth et Marc Mazza - Hei Poa
- Marielle Lemaire - Sarbec - Corinne de Farme

Results

Rank	Contestant	Company	Product name
1	Frédéric Burtin	Vim Concept	Florale Native™
2	Muriel Hibon	Derma Développement	Tehani, Souffle nacré pour le contour des yeux
3	Carole Marchais	Givaudan	Blue Lagoon with Monoï Pearls

Honor awards

H	Vincent Grandjon	Clarins	Soin Solaire Amincissant SPF15
H	Francine Vaution and Sandra Massonnat	Affix and Ferling	Braz'île Pacific

Product: **Florale Nativer™**

Dream sublimating care...
Face protective serum

First prize

- Auteur **Mr. Frédéric BURTIN**
- Société **Vim Concept**

Bio

In November 2004, Frédéric BURTIN started Vim Concept with his associates. The company specializes in the creation of new fragrances and cosmetics. He has also developed his own fragrance brand, Institut Très Bien, with traditional Colognes (Cologne à la russe, Cologne à la française, Cologne à l'italienne) which enjoys increasing success both in France and abroad.

The formula

Florale Native™ is a moisturizing and protective gel cream. Monoï plays a silky and moisturizing theme around which rare and precious Polynesian naturals produce delightful harmonies: Kaupe and Blue Agerate flower extracts, Oceania Saffron and Tahitian Vanilla extracts, minerals from the blue lagoons... To soften, protect and revitalize the skin.

The spirit and the senses

The product has a beautiful white color with golden highlights. The gel cream texture has a light and unctuous feel. The Tiare Fragrance is delicate and suave. The product reveals its charms in light sensorial shades and marvelously renders the specific sensation Tahitians call Haumaru: the delightful feeling you have in the shade of trees, the sensation of harmony and symbiosis with the surrounding elements, a prelude to a genuine state of grace.

The sublime

Floral Native™ reinvents the meaning of Monoï holistic rituals. It seizes the Polynesian grace and translates it into a modern and refined formula. The delicate perfection of the formula awakens the senses to regenerate the soul... It triggers dreams so that your skin may benefit more from this new beauty ritual...

Percentage of Monoï de Tahiti: 2 %.

INCI list

Aqua (water) Glycérine Pentaerythrityl Tetraisoostearate Caprylic, Capric Triglyceride Butylene Glycol Hydrogenated Lecithin C12-16 Alcohols Palmitic Acid Cocos Nucifera (Coconut) Oil Gardenia Tahitensis Flower Extract Sea Water Ageratum Conyzoides Leaf Extract Vanilla Tahitensis Fruit Extract Curcuma Longa (Turmeric) Root Extract Fagraea Berteroana Flower Extract Tocopheryl Acetate Tocopherol Tridecyltrimellitate C10-30 Cholesterol, Lanosterol Esters Cholesterol Parfum (Fragrance) Carbomer Xanthan Gum Sodium Polyacrylate Chlophenesin Tetrasodium Etidronate Dimethicone Sodium Hydroxide Phenoxyethanol Methyl Paraben Ethyl Paraben Butyl Paraben Propyl Paraben Isobutyl Paraben.

Product: **Tehani**

Around the eye care magic breath
Soin contour des yeux

Second prize

- Author **Mrs Muriel HIBON**
- Company **Derma Développement**

Bio

Manager of the R&D department at Derma Développement, Muriel Hibon works with a team of 5 project managers specialized in the formulation of new concepts mixing scientific innovation and sensorial creativity.

The formula

An anti-aging care product which smoothes and unifies the skin around the eye. This evanescent butter reveals all the floral softness of Monoï de Tahiti. Tehani produces a surprising sensation of light breath with pearlescent reflections, like the magic touch of a good fairy that could erase the signs of time and fatigue around the eye. The formula has been especially designed for sensitive skin using a natural Vanilla fragrance and an exclusive preservative system of natural origin.

The spirit and the senses

A delicate and active formula in which Monoï oil expresses its virtues along with Tamanu oil and floral waters from the Tahitian Vanilla and Tiare. An enchanting anti-aging care product inspired by the magic and softness of Pacific Islands.

The sublime

Tehani achieves a precious balance between sensuality and spirituality, a unique way to escape time, to bring back the radiance of a fresh young look - somehow, the very essence of anti-aging products.

Percentage of Monoï de Tahiti: 6 %.

INCI list

Aqua (and) Vanilla Planifolia (and) Vanilla Tahitensis, Aqua (and) Gardenia Tahitensis, Stearic acid, Palmitic acid, Cocos Nucifera, Lauryl Laurate, Helianthus annuus (Sunflower) Seed oil, Glycerin, Vanilla Planifolia (and) Vanilla Tahitensis, Hydrogenated coconut oil (and) Gardenia Tahitensis, Calophyllum Inophyllum, Gardenia Tahitensis, Lonicera Caprifolium, Polysorbate 80, Citronellyl Methylcrotonate, Phospholipids, Tocopherol, Salicylic Acid, Polyglyceryl-10 Stearate, Sodium Acrylates Copolymer, Potassium sorbate, Disodium EDTA, Triethanolamine, Sodium Butylparaben, Hydrogenated Polyisobutene, CI 14700, CI 19140.



Product: **Blue Lagoon with Monoï Pearls**

Shimmering After sun Fragrance and Skin care

Third prize

- Author **Miss Carole MARCHAIS**
- Company **Givaudan**

Bio

After Graduating from the ISIPCA group, 4 years ago Carole MARCHAIS created the formulation department for the Givaudan fine fragrance division. She has specialized in the design of new textures and new fragrance reflexes.

The formula

Blue lagoon is a surprising after sun product. Monoï pearls are suspended in a blue lagoon! It is an original translation of the Monoï oil which is used both as a fragrance and a skin care product. When stirred, clouds of blue and golden pearlescent pigments rise up and swirl into the tonic. The product delivers a strong cooling sensation and leaves the skin deliciously sublimated and perfumed with a fragrance reminiscent of far away beaches, coconut and Tiare flowers.

The spirit and the senses

Enchant the eyes, the nose and the skin alike, surprise the senses and create a delightful interplay.

The sublime

The way Blue Lagoon translates the quintessence of after sun products: it offers a playful synthesis of moisturizing and soothing properties, of sun tan sublimating effects and sensory delights.

Percentage of Monoï de Tahiti: 2 %.

INCI list

Alcohol denat, paraffinum liquidum, mineral oil, C11-13 isoparaffin, aqua, gardenia taitensis, fragrance, calcium chloride, talc, sodium hyaluronate, mica, titanium dioxide, iron oxides, ferric ferrocyanide, phenoxyethanol, metylparaben, propylparaben, butylparaben, BHT.



Honor awards

Slimming after sun - SPF 15

- Author **Mr Vincent GRANDJON**
- Company **Clarins**

Bio

After graduating from the ISIPCA group, Vincent GRANDJON, worked at Daphrin, IFF and L'Oréal. He now creates formulas for Clarins.

The formula

An unctuous cream to deliciously melt in the sun and sprinkle the tan with shimmering gold. This original care product reinvents the sun tanning oil ritual in a modern and playful formula.

The spirit and the senses

A fusion of benefits: the sensual hydration of Monoï oil, sun care protection, a sublimated tan and a divine silhouette all in one.

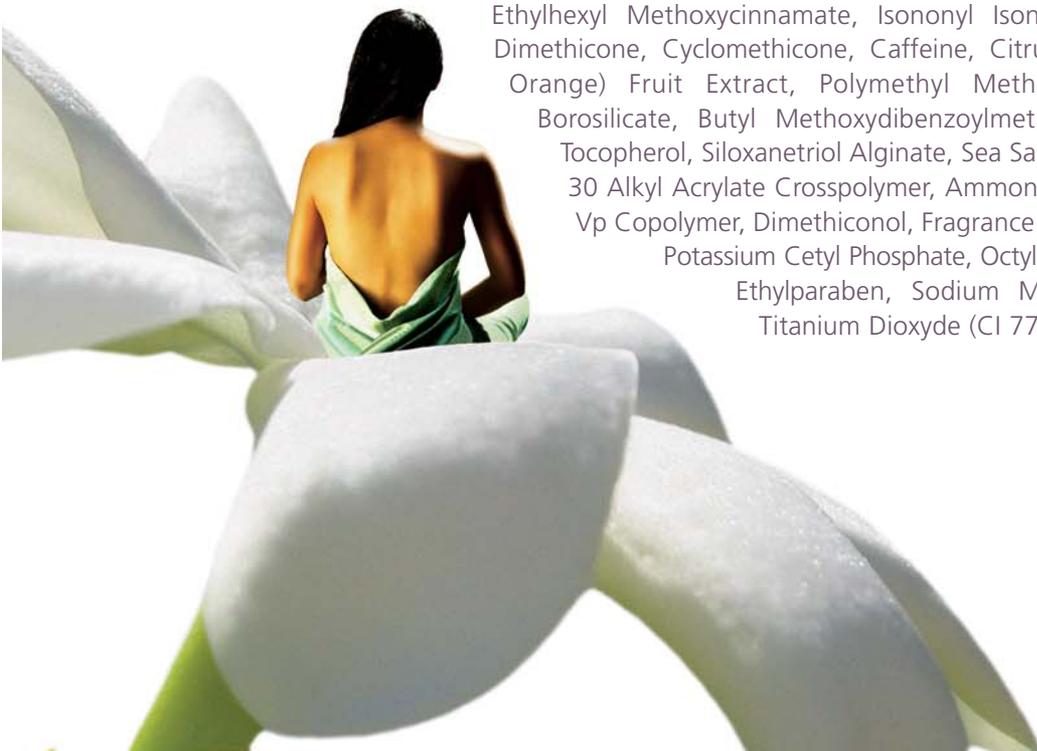
The sublime

A product designed for a magic ritual, a skin care formula which associates the Tahitian tradition and modern cosmetology to reveal modern mermaids.

Percentage of Monoï de Tahiti: 10 %.

INCI list

Water (Aqua), Cocos Nucifera, Gardenia Tahitensis, Butylene Glycol, Ethylhexyl Methoxycinnamate, Isononyl Isononanoate, Alcohol Denat., Dimethicone, Cyclomethicone, Caffeine, Citrus Aurantium Amara (Bitter Orange) Fruit Extract, Polymethyl Methacrylate, Calcium Sodium Borosilicate, Butyl Methoxydibenzoylmethane, Ethylhexyl Salicylate, Tocopherol, Siloxanetriol Alginate, Sea Salt, Carbomer, Acrylates, C10-30 Alkyl Acrylate Crosspolymer, Ammonium Acryloyldimethyltaurate, Vp Copolymer, Dimethiconol, Fragrance (Parfum), Sodium Hydroxide, Potassium Cetyl Phosphate, Octyldodeceth-25, Methylparaben, Ethylparaben, Sodium Methylparaben, Sorbic Acid, Titanium Dioxide (CI 77991), Bht.



Brazïle Pacific Shimmering emulsion

- Author **Team Francine Vaution and Sandra Massonnat**
- Company **Affix and Ferling**

Bio

Regrouped under the "cream of the imagination" banner, Francine Vaution (Affix) and Sandra Massonnat (Ferling) work together to create formulas with spirit and glamour for many trend-setting brands.

Francine Vaution is also an active member of the French Society of Cosmetology, teaching at the Isipca group, at the Museum of Natural History and at the Marboeuf School.

The formula

An evening emulsion, an unctuous cream in a tonic green which is like an invitation to party, a secret care product which surprises the skin with a magic rain of iridescent pigments. An original care product for a sublimated silky skin. The formula has a light and fresh texture loaded with exotic plant extracts from Brazil and the Pacific Islands: Guarana, Coffee, Noni, Frangipany, Pearls... and, of course, Monoi de Tahiti.

The spirit and the senses

A formula to be carried away by the spirit of travel and the magic of Monoi oil. It creates an original link between two of the most famous paradigms of beauty and sensuality, two strong traditions full of dances and rhythms: Brazil and Tahiti.

The sublime

An awakening ritual for the skin, a preparation of the senses to the spirit of the night. A formula designed at the crossroads of skin care and make up to celebrate the sensuality of beauty.

Percentage of Monoi de Tahiti: 8 %.

Liste INCI

Eau : water/aqua - Monoi de Tahiti : cocos nucifera-gardenia tahitensis - Huile de Vanille de Tahiti : Tahitian vanilla oil - Tegosoft CT : caprylic/capric triglyceride - Héliogel : sodium acrylate copolymer/hydrogenated polyisobutene/ phospholipids/polyglyceryl-10 stearate/helianthus annuus seed oil - Pearl SL : hydrolyzed pearl - Eau florale de Tiaré : water/gardenia tahitensis - Dermosoft octiol : caprylyl glycol - Prestige Bright Silver : mica/titanium dioxide - Herbasol Extract Coffe : water/propylene glycol/coffee arabica seed extract - Citrifoline : morinda citrifolia leaf extract - Pronalen Guarana : water/propylene glycol/paullinia cupana fruit extract - Frangipanier HS : water/propylene glycol/plumeria rubra flower extract - Prestige Silver : mica/titanium dioxide - Acétate d'Alpha Tocophérol : tocopheryl acetate - Dermosft 688 : parfum - parfum.



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