

# Monoï de Tahiti International Formulation Contest



50 creative cosmetic designers from the world over have offered their vision of Monoï de Tahiti through two product categories.

Discover the winning formulas and the finalists.

Monoï de Tahiti is a product with a two thousand year old tradition. Throughout its history it constantly relates to baby care, sacred rituals, beauty and well being.

To allow professionals of the personal care industry to rediscover and explore the potential of this treasure from the South Pacific Islands, the Monoï

Institute has organized the first International Formulation Contest. Contestants were to submit their project in either one of the following categories:

**Monoï Extreme:** to connect to the energy of the Islands in the winds, surf competitions or pirogue races. A way to celebrate the Mahoi culture and a genuine taste for the extreme.

**Monoï Well-being:** to connect to the grace and powerful sensuality of the Polynesian spirit - a spirit of an incredible modernity today.

On January 12<sup>th</sup>, 2004, the Jury elected the winners among 50 projects received from the world over between April, 1<sup>st</sup> 2003 and December 1<sup>st</sup> 2003.

Discover the wining formulas and the finalists.

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# The participation

50 projects were submitted from many different countries: Brazil, Spain, The United States, France, Greece, Italy, the United Kingdom... thus showing the international appeal of the Polynesian Spirit.

Close to 2/3 of the contestants chose to participate in the Well-being category. The winner in this category is a truly multidimensional product: a scrub, it is also a massage oil as well as a moisturizing and conditioning product bringing out all the sensuous dimensions of Monoï de Tahiti...

The winner in the Extreme Category is a highly original product which translates the notion of Extreme in the formula by bringing together two rare and extreme flowers: the Polynesian Tiare flower and the Edelweiss flower from the Alps. The product is ideally designed for the practice of extreme outdoor sports - or more leisurely to protect one's skin while caressing one's senses.

# The Jury

Each dossier has been individually reviewed by the different members of the Jury. The Jury then gathered on January 12<sup>th</sup> and decided to retain 6 finalists in each category - 6 projects among which the winner was elected.

The two winning formulas were elected unanimously.

Beyond the intrinsic qualities of each product, the Jury paid a specific attention to the consistency of the project with the selected category as well as to the way the product was expressing the potential of Monoï de Tahiti.

## The members of the Jury:

- **President:** Eric Gooris, R&D director from Clarins
- **Technical:** Alexandra Van Hauwe, Research director from Pacific
- **Technical / Marketing:** Marielle Lemaire, R&D manager from Sarbec
- **Marketing:** Laurence Bacilieri, Director from Cosmetic Research
- **Marketing:** Jacques Sebag, from Dream Team System
- **Press:** Françoise Basset, Chief editor of Parfums Cosmétiques Actualités
- **Monoï Institute:** Antoine Srkala, director of the Monoï Institute

# The winning formulas and the finalists

## Well-being category

Winner

**Pacific Peel**: Body scrub - gellified oil - Karine Heinrich

2. **Whipped Conditioning Body Cream with Red Monoi**

Body Conditioner (rinse off) - Patrice Bellon

3. **Sensual Beauty Secret** - Gellified body oil - Carole Marchais

4. **Pâte de fruits exfoliante** - Exfoliating paste and body wrap - Sandra Massonat

5. **South Pacific Tropical Beauty Oil** - Bath, body and massage oil - Daria Ross

6. **Tired legs gel-cream** - Gel cream - Marisa Crespo

## Extreme Category

Winner

**Frisson de Monoi**: solid cream / stick - Francine Vaution

2. **Monoi face and body sun-shield stick SPF 18** - Sunscreen stick - Elizabeth Daravelis

3. **Monoi de Tahiti After Sun Skin Rejuvenator** - Body oil - René Lauzier

4. **Tahitensis** - Suncare body stick - Coraline Collot

5. **Monoi & Cocoa after sun creme** - After sun butter - Belarmino Rodriguez

6. **Monoi de Tahiti Extreme Body Butter** - after sun butter - Helen Hine

## Well-being category

### Pacific Peel:

Winner of the formulation contest - Wellbeing category

- The designer **Karine Heinrich, from Alban Muller International**
- Product type **Scrub / gellified oil**
- Main active ingredients **Monoï de Tahiti, Coconut shell powder**
- Percentage of Monoï **20%**

#### The designer

A specialist in the formulation of natural products, Karine Heinrich has worked at companies which have set major references in the area of natural cosmetics: Yves Rocher and Decleor.

Karine Heinrich is now in charge of the formulation laboratory at the Alban Muller Group (AMI) - a leader in the market of vegetable molecules developed for the Health and Beauty industries and a pioneer in the formulation and manufacturing of natural cosmetics.

#### The product

The product expresses all the sensuality of Monoï de Tahiti in a genuine pleasure formula : a soft texture, the sensual fragrance of Tiare flower, the scrubbing action of coconut shell powder... Pacific Peel combines the arts of massage and exfoliation for a soft, silky and pleasantly perfumed skin.

#### The formula

Isononyl Isononanoate, Cocoglycerides, Cocos Nucifera (coconut) oil, Dimethicone, Dextrin Palmitate, Sucrose, Mipa-laureth sulfate, Laureth-4, Gardenia Tahitensis flower, Cocos Nucifera (coconut) shell powder, Cocamide DEA, Fragrance (parfum), MICA, Tocopherol, Titanium Dioxide.



## Whipped Conditioning Body Cream with Red Monoï

- Designer **Patrice Bellon, International Applications & Developpements Director at Symrise**
- Product type **Body conditioner (rinse off)**
- Main active ingredients **Monoï de Tahiti, Rocou seed extracts**
- Percentage of Monoï **5%**

### The designer

A Doctor in Pharmacy, Patrice Bellon directed the R&D of Matis and Shiseido in France. Well known for his work on sensorial formulas as well as on the active properties of fragrances, Patrice Bellon is an actual expert in high quality holistic skin care products. He is now in charge of the Applications and Developments laboratory at Symrise.

The merger of previous Dragoco and Haarmann & Reimer, Symrise develops raw materials for the cosmetic industry, fragrances and flavors.

### The product

A marvelous whipped cream with a light "soufflée" texture - it is a caress for the body and leaves the skin soft and silky, with a delicate fragrance.

The two thousand year old art of Monoï consists in the maceration of carefully selected plants and flowers in coconut oil to obtain unguents and fragranced oils. Designed especially for this formula, Red Monoï is an original maceration of Rocou seeds in Monoï Oil - the original combination of South Pacific islands and the Rain Forest. A beautiful illustration of the formulation potential of Monoï oil.

### The formula

Water / Aqua, Cocos Nucifera, Behenamidopropyl PG dimonium Chloride Cetearyl alcohol Cetareth 20 Ethylhexyl Ethylhexanoate Stearyl Hepanoate Stearyl Caprylate Cyclomethicone Diphenyldimethicone Fragrance Phenyl Trimethicone Bixa Orellana Seed Extract Gardenia Tahitensis Butylene Glycol Glycerin Beta-Glucan Stearamidopropyl dimethylamine Phenoxyethanol Methylparaben Ethylparaben Butylparaben Propylparaben Isobutylparaben Citric acid Alpha-Tocopherol



## Sensual Beauty Secret

- Designer **Carole Marchais, Formulating chemist at Givaudan**
- Product type **Gellified body oil**
- Main active ingredients **Monoï de Tahiti**
- Percentage of Monoï **3%**

### The designer

Graduated from ISIPCA, Carole Marchais is a young manager in charge of personal care formulas in the Fine Fragrance department at Givaudan.

Givaudan is one of the top five leading suppliers of fragrances, flavors and fragrance ingredients.

### The product

A delicious texture that softly melts to leave the skin both silky and iridescent. A marvellous and nutritive interpretation of the Gold of the South Pacific for a sublimated skin.

### The formula

Isopropyl Myristate, Dimethicone, Cyclopentasiloxane, Dimethicone crosspolymer, Dimethicone vinyl dimethicone, Silica, Gardenia taitensis, Parfum, Cyclomethicone, Propylparaben, Mica, Titanium dioxide, iron oxides, Butylmethoxydibenzoylemethane, BHT.



## Pâte de fruits exfoliante

- Designer **Sandra Massonnat, director of Ferling**
- Product type **Exfoliating paste and body wrap**
- Main active ingredients **Monoï de Tahiti, Coconut shell powder, Sand from the Pacific, Vanilla oil, Mango extract**
- Percentage of Monoï **20%**

### The designer

After having been in charge of Asia for a laboratory specialized in natural products, Sandra Massonnat directed their formulation and contract manufacturing department.

She then founded her own company and now offers creative concepts for skin care and make-up products. She collaborates with many brands known to set trends in cosmetics.

### The product

A highly original product which illustrates the inspirational potential of Monoï in the area of Spa formulation. The texture recalls modeling dough but has the appearance of granite. Supple, it can be massaged onto the skin - at the same time it is rich enough to be used as a body wraps. The universe of Monoï de Tahiti and the South Pacific Islands is beautifully rendered through sands from the Pacific used as exfoliating particles and exotic fruits.

### The Formula

Cocos Nucifera, Gardenia Tahitensis, Tocopherol, Vanilla planifolia, Vanilla tahitensis, Tocopheryl, Hélianthus annuus, Silica, Propylene glycol dicaprylate/dicaprate, Carnauba (Copernicia Cerifera)Wax, Laureth 4, Beeswax, Arachidyl alcohol-behenyl alcohol-arachidyl glucoside, Cocos Nucifera (coconut), Passiflora incarnata seed oil, fragrance, coconut (Cocos Nucifera) oil, Helianthus annuus (sunflower) seed oil, Psidium guajava fruit extract, Actinidia chinensis extract, Mangifera indica extract, Tocopheryl Acetate.



## South Pacific Tropical Beauty Oil

- Designer **Daria Ross, president of Wild Woozle Soap Co**
- Product type **Bath, body, and massage oil**
- Main active ingredients **Monoï de Tahiti, Coconut oil, Kukui oil, Macadamia oil**
- Percentage of Monoï **50%**

### The designer

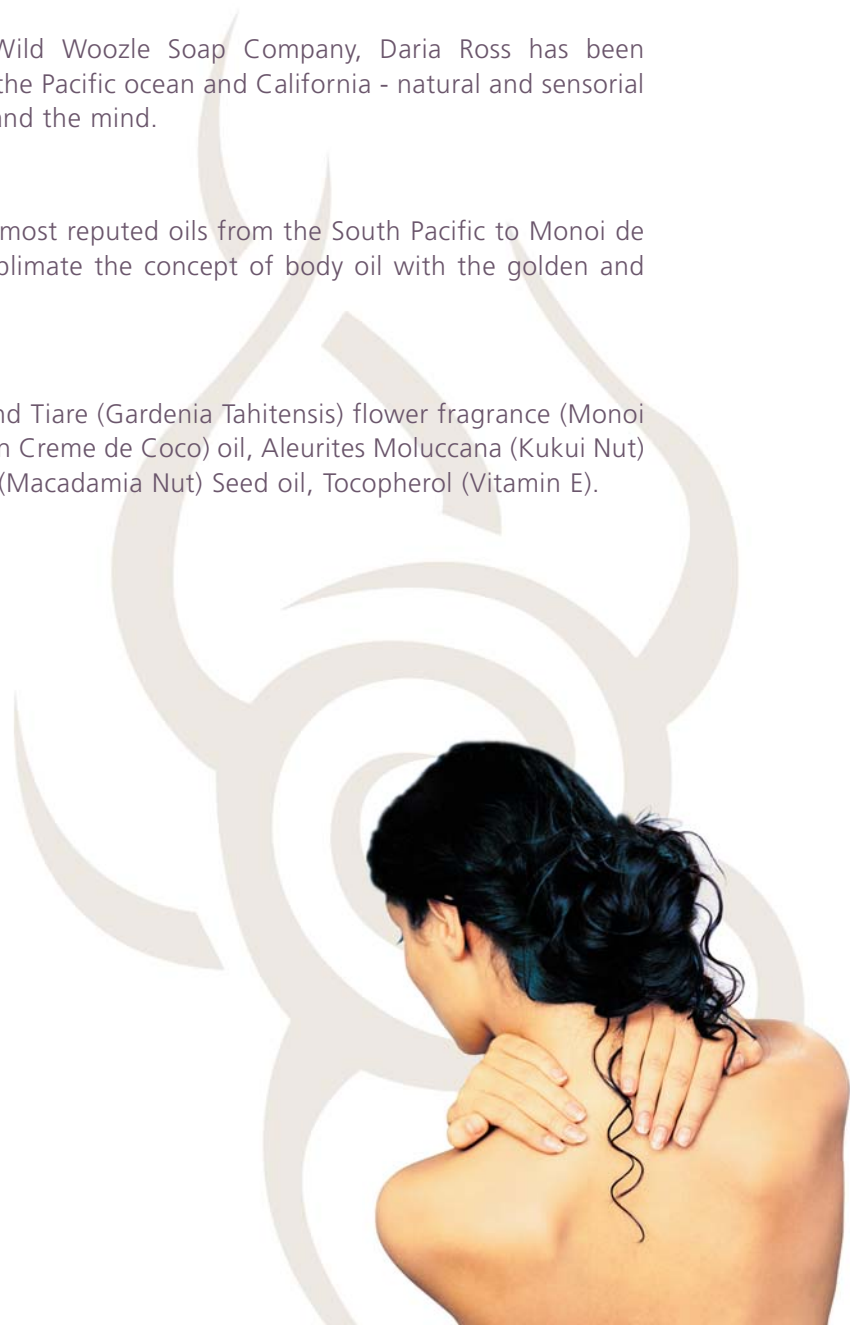
Founder and owner of the Wild Woozle Soap Company, Daria Ross has been designing products inspired by the Pacific ocean and California - natural and sensorial products, a treat for the body and the mind.

### The product

An efficient idea: combine the most reputed oils from the South Pacific to Monoï de Tahiti - a marvelous way to sublimate the concept of body oil with the golden and floral dimensions of Monoï.

### The formula

Coconut (*Cocos Nucifera*) oil and Tiare (*Gardenia Tahitensis*) flower fragrance (Monoï de Tahiti), *Cocos Nucifera* (Virgin Creme de Coco) oil, *Aleurites Moluccana* (Kukui Nut) Seed oil, *Macadamia Ternifolia* (Macadamia Nut) Seed oil, Tocopherol (Vitamin E).



## Tired Legs Gel-Cream

- Designer **Marisa Crespo I+D Manager at Alter Farmacia**
- Product type **Gel cream**
- Main active ingredients **Monoï de Tahiti, Essential oils : Mint, Lemon, Cypress**
- Percentage of Monoï **5%**

### The designer

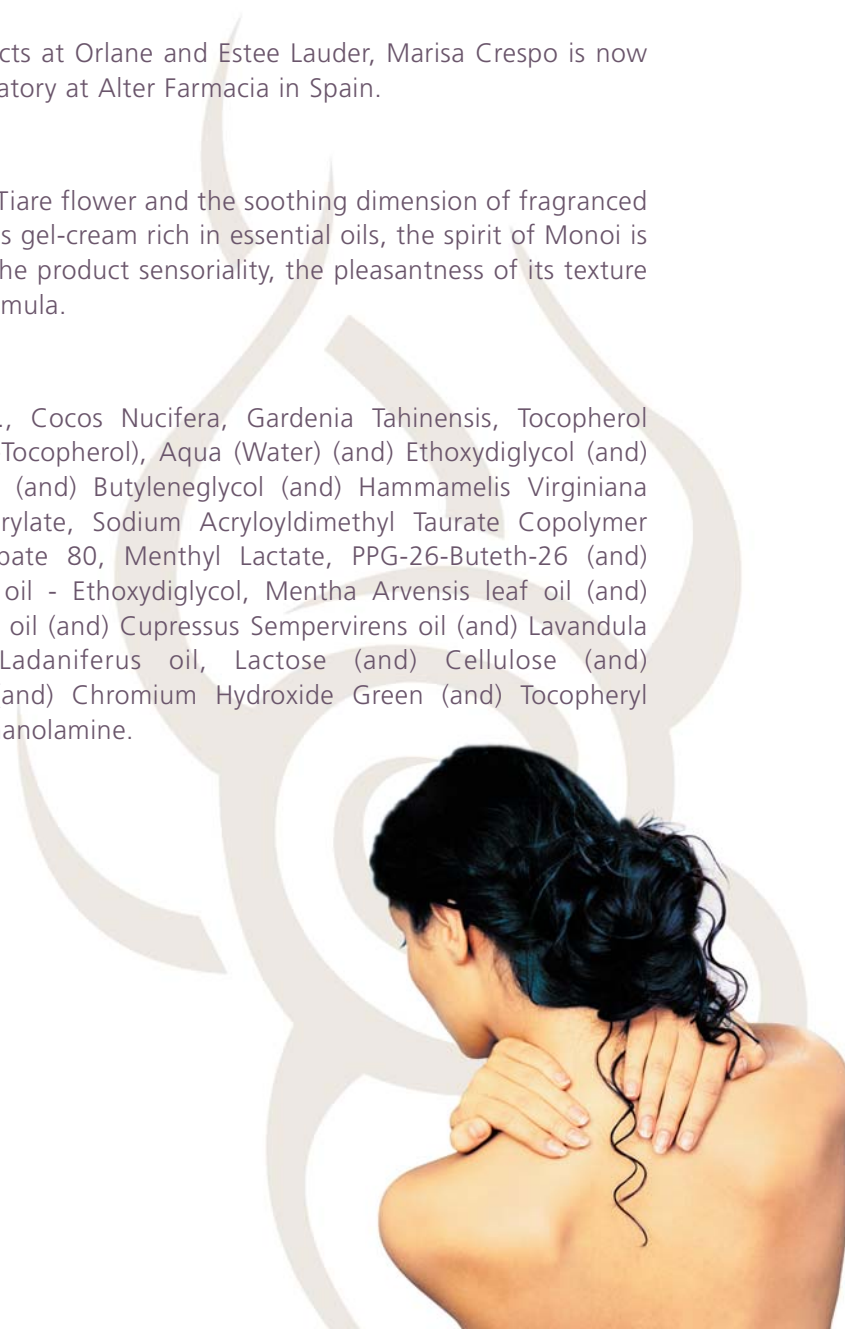
After having formulated products at Orlane and Estee Lauder, Marisa Crespo is now directing the formulation laboratory at Alter Farmacia in Spain.

### The product

Monoï is about the delicacy of Tiare flower and the soothing dimension of fragranced skin care and beauty oils. In this gel-cream rich in essential oils, the spirit of Monoï is expressed altogether through the product sensoriality, the pleasantness of its texture and the functionality of the formula.

### The Formula

Aqua (Water), Alcohol denat., Cocos Nucifera, Gardenia Tahinensis, Tocopherol (Coconut oil and Tiare Flower-Tocopherol), Aqua (Water) (and) Ethoxydiglycol (and) Propyleneglycol (and) Glucose (and) Butyleneglycol (and) Hammamelis Virginiana (Witch Hazel), Hydroxyethylacrylate, Sodium Acryloyldimethyl Taurate Copolymer (and) Squalene (and) Polysorbate 80, Menthyl Lactate, PPG-26-Buteth-26 (and) PEG-40 Hydrogenated Castor oil - Ethoxydiglycol, Mentha Arvensis leaf oil (and) Medica Limonum (Lemon) Peel oil (and) Cupressus Sempervirens oil (and) Lavandula Hybrida oil (and) Cistus Ladaniferus oil, Lactose (and) Cellulose (and) hydroxypropylmethylcellulose (and) Chromium Hydroxide Green (and) Tocopheryl Acetate, Dextran Sulfate, Triethanolamine.



## Extreme Category



### Frisson de Monoï-gomme glaçon SOS sécheresse

Winner of the formulation contest - Extreme category

- Designer **Francine Vaution, president of AFFIX**
- Product type **Solid cream / Stick**
- Main active ingredients **Monoï de Tahiti, Edelweiss extract, Gentian extract, Tiare flower extract**
- Percentage of Monoï **5%**

#### The designer

A talented designer, Francine Vaution works with the most trendy brands in skin care: Spa Cinq Mondes, Black'Up, Bioscreen, Caudalie or Talika. President of the consulting company Affix, Francine Vaution is also treasurer of the French Society of Cosmetic Chemists, a teacher at ISIPCA, at the Museum of Natural History.

#### The product

An original and surprising product which embodies the spirit of "extreme" both in the formula and in the product concept. Designed to help protect the skin exposed to extreme climatic conditions, the product combines plants from the mountain (edelweiss, gentian...) to tropical plants (Tiare floral water, Monoï...).

An emulsion in a solid form, it has a mate and supple touch with a refreshing feel. The original galenic can be packaged in mono-doses or presented as pieces of rubber - a fun and ideal product for the sea or the mountain.

#### The Formula

Aqua (water), Glycerin, Propylene Glycol, Stearic acid, Cocos Nucifera, Gardenia Tahitensis, Tocopherol, Methyl methacrylate crosspolymer, Myristyl lactate, Gnaphalium leontopodium flower extract, Gentiana lutea extract, Gardenia Tahitensis flower extract, Sodium hydroxyde, Sodium polyacrylate, Tocopheryl acetate, Fragrance, Phenoxyethanol-methylparaben-ethylparaben-propylparaben-butylparaben.

## Extreme Category



### Face and body sun-shield stick SPF 18 Nutri-protective formula with Monoï de Tahiti

- Designer **Elizabeth Daravelis from Beautylab**
- Product type **Sunscreen stick**
- Main active ingredients **Monoï de Tahiti**
- Percentage of Monoï **20%**

#### The designer

After having worked in the formulation laboratory of Famar, Elizabeth Daravelis has been promoting different distributors of cosmetic ingredients in Greece. She is now president of the consulting company: Beautylab.

#### The product

The stick is an ideal galenic for the practice of extreme sports. It brings a modern version of Monoï - the cult product used by surfers and pirogue racers in the South Pacific Islands. A genuine concentrate of the Polynesian spirit.

#### The formula

Cocos Nucifera, Dicaprylyl Carbonate, Cyclopentasiloxane, Stearyl Alcohol, Tribehenin, Jojoba esters, C12-15 Alkyl Benzoate, Isoamyl p-methoxycinnamate, Titanium Dioxide, Bis-Ethylhexyloxyphenol Methoxyphenyl Triazine, Sorbitan Olivatate, Gardenia Tahitensis, Alumina, Simethicone, Methyl paraben, PEG-8, Tocopherol, Ascorbyl Palmitate, Ascorbic Acid, Citric Acid, Parfum, CI 12150, CI 47000.

## Extreme Category



### Monoï de Tahiti After Sun Skin Rejuvenator

- Designer **René Lauzier, formulation chemist at Crabtree and Evelyn. Ltd**
- Product type **Body oil**
- Main active ingredients **Monoï de Tahiti, Grape seed oil, Sweet almond oil, Rice bran oil**
- Percentage of Monoï **51%**

#### The designer

In charge of the design of new products development at Crabtree and Evelyn, René Lauzier is specialized in the formulation of natural body care products and toiletries.

#### The product

A suractive formula: the association with grape seed oil and rice bran oil renew one of the original functions of Monoï de Tahiti: repair skin and hair exposed to the harshness of the sun, the winds and sea salt.

#### The formula

Coconut oil (and) Tiare Flower, Tocopherol, Vitis Vinifera (Grape) Seed oil, Prunus Amygdalus Dulcis (Sweet Almond) oil, Oryza Sativa (Rice) Bran oil, Ethoxydiglycol Oleate, Oat (Avena Sativa) Kernel Extract, Squalane, Caprylic / Capric Triglyceride, Tocopheryl Linoleate, Magnesium Ascorbyl Phosphate, Tocopheryl Acetate, Cholesterol, Ceramide III, Bisabolol, Parfum.

## Extreme Category



### Tahitensis

- Designer **Coraline Collot, applied research at Alban Muller International**
- Product type **Suncare - Body Stick**
- Main active ingredients **Monoï de Tahiti, Shea Butter, Rosemary extract**
- Percentage of Monoï **11%**

#### The designer

Coraline Collot is in charge of applied research at Alban Muller International. Her main function consists in the evaluation of new natural ingredients. She contributed to the elaboration of the Natami Chart which proposes a definition of natural cosmetics.

A leader in the market of vegetable molecules developed for the Health and Beauty industries, Alban Muller International is also a pioneer in the formulation and manufacturing of natural cosmetics.

#### The product

A butter in a stick form: another example of formulation adapted to the practice of extreme sports. Monoï de Tahiti and Shea butter are combined in a waterproof formula with a dry feel.

#### The formula

Water, Cocos Nucifera, Ozokerite, Hydrogenated cocos nucifera, Ethylhexyl methoxycinnamate, Pentaerythrityl tetrabeheenate, Butyrospermum parkii (Shea Butter), Dicaprylyl carbonate, Hydrogenated sterayl olive esters, Copernica cerifera (Carnauba) wax, paraffin, Glycerin, Isohexadecane, Benzophenone-3, Butyl methoxydibenzoylmethane, C12-15 alkyl benzoate, Parfum, Gardenia tahitensis, Titanium dioxide, Dimethicone, Polyglyceryl-3-ricinoleate, Sorbitan isostearate, Hexyldecanol, Hexyldecyl laurate, Beeswax, Magnesium sulfate, Phenoxyethanol, Polyhydroxystearic acid, Alumina, Lecithin, Methyl paraben, Chlorphenesin, Aluminium stearate, Helianthus annuus (Sunflower) seed oil, Silica, Ascorbyl palmitate, Tocopherol, Rosmarinus officinalis (Rosemary) leaf extract, Butylparaben, Ethylparaben, Isobutylparaben, Propylparaben.

## Extreme Category



### Monoï & Cocoa after sun creme

- Designer **Belarmino Rodriguez president of Caribbean labs & Traders**
- Product type **After sun butter**
- Main active ingredients **Monoï de Tahiti, Cocoa butter**
- Percentage of Monoï **6%**

#### The designer

President of Caribbean labs & Traders, Belarmino Rodriguez works with the natural resources of the Caribbean to formulate luscious and highly sensorial skin care products.

#### The product

The combination of Monoï de Tahiti and Cocoa butter in a rich soothing and reparative formula - a delicious after sun cream to express the sensorial and exotic dimension of Monoï de Tahiti.

#### The formula

0.5 % Bronidox L (Dantogard) Preservative, 1.0 % Vitamin E D alpha Tocopherol, 1.0 % Vanilla VL Fragrance (Mane Mexico), 3.0 % Hostacerin SAF (Clariam Argentina), 6.0 % Monoï de Tahiti, 6.0 % Natural cocoa butter, 82.5 % Purified Water.

## Extreme Category



### Monoï de Tahiti Extreme Body Butter

- Designer **Helene Hine Technical Service Formulation Chemist at Uniqema**
- Product type **After sun butter**
- Main active ingredients **Monoï de Tahiti, Cocoa butter, Shea Butter, Sweet almond oil**
- Percentage of Monoï **2%**

#### The designer

Helene Hine has developed formulations for a wide range of Uniqema product technologies and raw materials. Most recently, Hine acted as technical coordinator for ICI's Personal Care Network "Relax Your Senses" 2004 product kit showcasing ICI's formulation technologies in consumer products.

Uniqema is a global business designed for a new era in specialty chemicals and is part of the ICI group of companies.

#### The product

All the reparative natural classics (Cocoa butter Shea butter, Sweet Almond oil...) combined with Monoï de Tahiti in a formula that recalls the texture of Tiare flower petals. It gently melts on the skin for an intense nourishing and reparative action.

#### The formula

Aqua, Squalane, Triethylhexanoin, Caprylic/Capric Triglyceride, Sorbitan Stearate, Glycerin, Cocos Nucifera-Gardenia Tahitensis, Prunus Amygdalis Dulcis, Theobroma Cacao, Butyrospermum Parkii, Glyceryl Stearate, Behenyl Alcohol, PEG-8 Beeswax, PCA Dimethicone, Sucrose Cocoate, Xanthan Gum, Tocopherol, Ascorbyl Palmitate, Ascorbic Acid, Citric Acid, PEG-8, Parfum, Phenoxyethanol, Methylparaben, Propylparaben, 2-Bromo-2-Nitropropane-1,3-Diol.