



## Technology 115: Natural and Organic Cosmetics

This technology is a series of organic and natural cosmetics and personal care products. The technology was created to serve a growing demand for chemical free and safe personal care products. The products are currently marketed under brand names Naturaissimo, Natural Skin Care, Sissy, Fit Shape And Fit Shape Wellness. The products are finding success in the European markets.

The development of these natural cosmetic products was performed following the recommendations of Germany organization BDIH. BDIH is widely considered to be the leading certifier of organic products, with more stringent requirements than enforced by the EU and the USDA. The following BDIH guidelines are met by the product line:

- Only ingredients of living animal origin can be used.
- Neither the final products, nor the ingredients are tested on animals.
- No synthetic colorings, perfumes, silicones and paraffin or other mineral oil based substances are used.
- Only benzoic acid, ascorbic acid, salicylic acid or their salts and ethyl esters are used for preservation. Furthermore benzyl alcohol, ascorbic acid and its salts and natural essential oils are used for conservation.
- No radioactive radiation is used for the reduction of microbiological germ quantity in the final products.
- No ingredients coming from gene-manipulated plants and animals are used.
- All bathing products (for hygienic cleansing) contain mainly environmental friendly coconut oil based betaine derivatives and glycosides as detergents which break down easily.

### Development Status

The products are currently sold in Hungary and the EU. The organic cosmetic products are launched under the brand name BIOLA, clearly indicating such products which are manufactured for the professional cosmetic salons and spas. The production technology is determined by the Hungarian rules and standards, which are regularly checked and certified by Biokontroll Hungaria Nonprofit Kft. The only technologies used during the manufacturing of the organic cosmetic products are ones which comply with applicable standards of the EU and Biokontroll Hungária Nonprofit Kft. Standards regarding beauty care products.

### Partner Opportunities

The innovator is looking for United States distribution or partnership. Dr. Gyovai will also work with private labeling of the product.

### Innovator

Dr. Mrs. Viola Gyovai, Biola Naturcosmetics, Ltd.

Additional information contact Earle Hager, IC<sup>2</sup> Institute Global Commercialization Group at 512-475-7789, 512-431-3940 or [ehager@ic2.utexas.edu](mailto:ehager@ic2.utexas.edu).

