



# Wide open

#02 - October 2021

“Women are the  
largest untapped  
reservoir of talent  
in the world”

*Hillary Clinton*

| *A word from Sonia,*

Last April, we had a surprise for you: the first issue of WIDE OPEN. Following the positive feedback, we have decided to do it again! For this was more than just a trial, it was a rallying cry: we want WIDE OPEN to become a real meeting place, an opportunity to exchange ideas. With this in mind, this new issue looks at some current facets of femininity. In France, the achievements of our mothers and grandmothers are now part of everyday life (such as the right to open a bank account, granted in 1965, or the right of women to vote, in 1944). However, the fight continues, especially in countries where deep inequalities persist: injustices and violence against women are reported every day, all over the world. And so we wanted to draw your attention to the way our industry seeks to understand women, to communicate with women, and provide care for women... in short, to give them what they deserve!

This second issue of WIDE OPEN welcomes all points of view (masculine and feminine), and is once again structured around three sections: Look, Explain and Respect.

#Look: How are women treated in this irrational world?

#Explain: Formulating skincare oils in general...

#Respect: Warning, women at work!

Happy reading, keep your eyes wide open!

*Sonia GUILLAUME LEGLISE, MARKETING & SALES*





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# How are women treated in this irrational world?

In these complex, fast-paced times, women are sometimes pulled between intrinsic physiological gender constraints and cultural expectations.



Despite this, they naturally seek dignity and respect in their daily lives. Fortunately, some industries (*such as beauty, wellness, and advertising*) are moving in their direction, making life easier for them, removing these constraints and dictats, and attempting to stand by their side in a more understanding and inclusive manner.

## ***Natural flexibility and adaptability***

As mammals, women constantly experience fluctuations in their physiology as it seeks to remain balanced. Their hormones, moods and skin are subject to cycles and changes throughout their life. Some brands have understood this and offer tailor-made care products or provide support for the specific skin characteristics that these cycles generate. For example, one Korean brand provides skincare products with fresh ingredients specially formulated for certain areas of the face, following an individual diagnosis and delivered for a period of 28 days. There are also boxes, based on the lunar calendar, offering menstrual products, snacks, bath and beauty products.

### **A multiplicity of women**

It is not as if there is one woman for whom all products can be designed... And this is where the concept of inclusiveness comes in. Although its definition may still seem a little unclear, it essentially aims to reconcile differences. These include skin tone, age, social situation, health status and sexual orientation... This is why initiatives taking into account diversity in beauty are multiplying. Make-up and hair colouring brands are expanding their ranges to cater for all ethnic groups. Socio-aestheticians provide treatments that “take into account the singularity of bodies, individual concerns, states of mind as well as skin conditions” for people affected by a disability, a burn or an illness (*chemotherapy, acne, psoriasis, etc.*). And brands are emerging that cater specially for women with cancer who, struggling with the disease and having lost their hair or eyelashes, find their femininity compromised. This care does not have the status of medicine but is endorsed by oncologists for its alternative approach to suffering, thereby providing proof of a certain benevolent intelligence on the part of doctors.

### **When hormonal becomes normal**

Podcasts on the menopause, produced by cosmetic companies and others, are flourishing. Women are venturing to talk about their experiences, braving the fear of being seen as less sexy or less successful when they are at the peak of their professional careers. Some brands are offering new products, encouraged by society's open-mindedness on subjects

that have long been passed over in silence: menstrual cups, 100% organic tampons, period pants and swimwear, with feminine hygiene products migrating from the pharmacy to luxury brand status.

A positive body image is celebrated with advertising campaigns that avoid hypocrisy and directly evoke menstruation, the vagina and labia, replacing diagrams of watery blue liquid

being absorbed with actual red blood. At the same time, a whole market specific to feminine hygiene is evolving, with the launch of the first sheet mask for the vulva in Asia, or an oil, with a base of Bulgarian rose, geranium, jasmine, ylang-ylang and neroli

to soften and tone this often neglected area, for which sophisticated products are now being developed, when in fact more “naturalness” would be expected. The brand claims that it is “an ideal treatment for reconnecting with oneself, physically and spiritually”. Despite all this, female genitalia retain an aura of mystery and continue to provoke fear and disgust. There is still a long way to go when whitening treatments are being launched, and there is a rise in surgical procedures to reshape asymmetrical lips and smooth out colour variations.

**“An ideal treatment  
for reconnecting with  
oneself, physically  
and spiritually”**

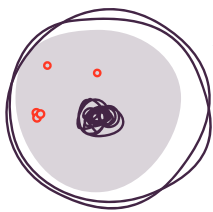
*However, there can be no doubt that the desire to innovate in beauty and well-being is there. Scotland is to be applauded for becoming the first country to offer (in November 2020) free access to period products for all who need them. A gentle revolution is underway!*

# Formulating skincare oils in general...

## Unwind Sacred Lotus in particular

### Formulating oils

Demand for the creation of oil-based products by laboratories has been ongoing for several years now: applications range from hygiene (*facial cleansing oils, make-up removers*) to more sophisticated care products such as body and hair oils (*with fragrance, glitter, dry or for massage*) and face serums.



NELUMBO NUCIFERA CELL

INCI of cells: nelumbo  
nucifera leaf cell extract

However, several issues arise when formulating these oils. In general, the choice of oil is quite complex due to factors such as grade, quality, composition and even smell (*which is sometimes poorly covered by a fragrance*).

There can be problems with crystallisation or, more often, compatibility with primary packs, seals and even rancidity. Because the fashion is also for suspended particles (*e.g. glitter, petals or pearls in a translucent oily formula*), ingredients exist to combat gravity, at least for the conventional sector, but not for products with Cosmos certification.

The main difficulty encountered in formulation is the solubility of certain ingredients in fatty phases. This is not a problem with cells: Naolys offers you all its active ingredients in liposoluble form, which allows them to be introduced into any type of fatty phase.

Thus the **Unwind Sacred Lotus** active ingredient, in its liposoluble form, is made up of 20% sacred lotus cells sonicated in 80% sunflower oil, which allows it to be incorporated into oils with no worries about solubility. It has no particular odour and is not visually noticeable. Added with a slow, three-blade stirrer, its incorporation into the formula does not affect the transparency or odour of the finished cosmetic product.

Note that it should be added to the mixture at a temperature below 40°C / 104°F.

**Unwind Sacred Lotus** by Naolys can therefore be used in skincare products (*face and body*), easily being incorporated into anhydrous formulations and make-up products, and bringing with it a certain serenity and radiance.

## The completeness of the lotus

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The lotus symbolizes self-enlightenment. This spiritual fulfilment emanates from the seed that develops in the depths of dark waters containing the promise of completion, emerging as a bud and flowering on the surface in the light.

The flower embodies the feminine principle, like a receptacle, a cup receiving the influence of the masculine principle. As in the traditional Chinese form of yin and yang, from the union of these two principles comes the complete manifestation of being in all its possibilities.





## Unwind Sacred lotus

### Associated benefits



#### RADIANCE

*helps to restore a more  
radiant complexion*



#### ANTI-REDNESS

*reduces redness*



#### ANTIOXIDANT

*reduces oxidative stress  
and the damage it causes*



#### RELAXING

*helps relax skin cells by reducing  
biochemical stress  
(effect on melatonin release)*



#### SOOTHING

*facilitates reduction  
of sensations of irritation.  
Calming*



For more about  
**Unwind Sacred Lotus:**  
[click here](#)



***Unwind Moment is an Asian-inspired, nourishing, relaxing oil with a good vibes feel that can (also) be good for skin that is going through the menopause or battling cancer.***

In both cases, the skin becomes dry, resulting in discomfort on a daily basis.

Chemotherapy and radiation rapidly dry out the skin, the scalp can become irritated, very dry hands and feet can even become infected, and nails are weakened. In the case of the menopause, this phenomenon occurs due to the drop in the level of oestrogen and progesterone in the body, and is manifested by itching, a feeling of tightness, peeling or cracking of the skin on the feet and hands. In darker skins, grey or ashy patches may appear.

More generally, around the age of fifty, the pH level of the skin changes, weakening the capacity of the epidermis to retain water. The metabolism slows down, also impacting the skin which, in addition to drying out, becomes less firm, less smooth and therefore less radiant.

With a base of cannabis and white tea oils to bring the calm and tranquillity of the East, enriched with sacred lotus plant cells (*sonicated in sunflower oil*) with anti-oxidant, soothing and relaxing properties, **Unwind Moment** is a skin-care oil that breathes new life into the skin. Its application combined with massage stimulates the oxygenation of the skin, offering the tranquillity of a yoga session. The face regains a healthy, glowing, more radiant complexion.



***THE LOTUS POSITION,  
FOR MEDITATION  
AND TRANQUILLITY***

The lotus position is the best-known yoga posture. To practice it, sit cross-legged with the hands at knee level. Once seated, gently close your eyes and start breathing. In addition to making the legs and pelvis more supple and relaxing all the muscles in the face, releasing unconscious tension, the lotus position has psychological benefits.

# Warning, women at work!

To a greater extent than governments, private companies have a responsibility and a leading role to play in the transmission of social norms.

*Faced with the ambitious Sustainable Development Goals set by the United Nations, the fifth of which is "Achieve gender equality and empower all women and girls", a number of initiatives are being taken to improve women's working conditions and move towards gender neutrality.*

Indeed, companies are at the heart of numerous environments involving their staff (*recruitment, human resources and training*), their board of directors, their customers as well as their service providers and suppliers. The way they invest in innovation (*through the impact of gendered products*) or in communication (*through the expression of their values*) also represents a valuable lever for action in the fight for equality.

## ***An organization adapted to women***

To give just a few examples, we now have at the internal level, women-only networking events, mentoring for access to management positions, flexible schedules (*hours, meeting times and leave including maternity or paternity leave so that women do not have to choose between their careers and motherhood*), and the empowerment of young women in the technology sector. Citrix (a US-based multinational company that provides collaboration, virtualisation and networking products to facilitate mobile working and the adoption of cloud services) has established an extensive partnership with Girls Who Code, a complete return-to-work programme designed to help women benefit from longer maternity leave and a smooth transition back to work after having a child. Some private companies spontaneously offer training on female leadership, inclusiveness, sexism, harassment and enforce equal pay for all employees.



For example, in March 2020, a year ahead of its target, Unilever announced that it had closed the gender gap in its global management team (*its employees are now 50% female and non-executive board members 45% female*), but also in historically under-represented departments such as supply chain, finance and technical engineering.

### **Acting through products and services**

For example, thanks to the services of mobile phone operators, there has been a recent empowerment of women in Africa who finally have access to bank accounts. While the digital giants have provided a public platform for female and feminist discourse on social media, this has not been without its own issues, with the Generation Equality Forum actively working to “**ensure that a framework for effectively combating gender-based violence online is adopted by all digital companies by 2026**”.

Obstacles remain with regard to the emancipation of women in companies, starting with the employees themselves, who still sometimes have a tendency to hold themselves back, by refusing a promotion, or abandoning their job in order to follow their husband to a new location. And on this last point, companies can join a network that helps men and women following their spouse abroad to find a job too... Could it be because their target customers are still mostly female that the industry, from independent cosmetic brands (*the majority of which are created by women*) to the largest groups, is particularly sensitive to this parity objective? In any case, the wind is definitely changing!

## **From 1 July 21**

*France offers 28 days of paternity leave (previously 14), joining the group of EU countries that are the most generous to fathers. But it is still far behind Finland and Spain, which allow 9 and 12 weeks respectively for men who wish to devote themselves to their family life. This extension is supposed to improve the distribution of household tasks within the couple, neutralize the effect of motherhood on women's careers and reduce wage inequalities.*

*Sweden is the most generous country in the world, with 480 days per child for parents (who can distribute them as they wish, subject to 90 non-transferable days for each parent) and the best remuneration (up to 80% of salary). In Germany and Portugal, there is a bonus system if the couple shares the “initial” parental leave. Iceland has the most egalitarian model with nine-month's parental leave, divided between the mother and the father (1/3 each and 1/3 divisible between the two, taken before the child is 18 months old).*

<https://www.france24.com/fr/france/20210629-allongement-du-congé-paternité-quel-impact-sur-l-égalité-hommes-femmes>



## Perspectives and further reading

“ Equality is not just a principle, it is a practice... which is sometimes difficult to observe in the field, especially in the economic sector. Globally, as in France, wage inequalities prevail, women remain under-represented in corporate governance, and over-represented in precarious and informal employment. At the current rate of progress, according to a study by the World Economic Forum, it will take 257 years to close the gender gap in economic participation and opportunity. ”

*Fabrice Ferrier, Director of Focus 2030, a French association whose mission is to support international solidarity actors in achieving the Sustainable Development Goals.*

<https://www.thegood.fr/focus-2030-les-entreprises-ont-un-role-preponderant-dans-la-transmission-des-normes-sociales-et-une-responsabilite-colossale-en-la-matiere/>

A report by the **McKinsey Global Institute\*** in September 2015 revealed that if women and men played an “**equal role in labour markets**”, **\$28 trillion could be added to the global economy by 2025**. According to the Harvard Business Review companies with better gender equality are more innovative, generous and profitable.

<https://www1.undp.org/content/undp/fr/home/blog/2018/una-justificacion-economica-para-la-igualdad-de-genero.html>

\*<https://www.mckinsey.com/featured-insights/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth>

### 613 million

This is the number of women who could be lifted out of poverty with **0.07%** of the GDP of developing countries.  
(Source UNDP, 4 March 2021)

[https://www1.undp.org/content/undp/fr/home/news-centre/news/2021/UNDP\\_calls\\_for\\_temporary\\_basic\\_income\\_to\\_poorest\\_women\\_COVID-19\\_pandemic.html](https://www1.undp.org/content/undp/fr/home/news-centre/news/2021/UNDP_calls_for_temporary_basic_income_to_poorest_women_COVID-19_pandemic.html)

### At the global level, citizens are ready for gender equality.

In the 17 countries from the five continents covered by the study\*, **80% of respondents said that gender equality is something that concerns them personally (...)**. **81%** of those surveyed said they were prepared to commit themselves in one way or another to gender equality (voting, boycotting companies, petitioning, etc.).

*Focus 2030 Report and Women Deliver January 2021*

<https://www.thegood.fr/focus-2030-les-entreprises-ont-un-role-preponderant-dans-la-transmission-des-normes-sociales-et-une-responsabilite-colossale-en-la-matiere/>

[https://focus2030.org/IMG/pdf/les\\_aspirations\\_citoyennes\\_en\\_faveur\\_egalite\\_femmes\\_hommes\\_dans\\_le\\_monde\\_une\\_volonte\\_de\\_changement\\_womendeliver\\_focus2030.pdf](https://focus2030.org/IMG/pdf/les_aspirations_citoyennes_en_faveur_egalite_femmes_hommes_dans_le_monde_une_volonte_de_changement_womendeliver_focus2030.pdf)

- About two-thirds of countries in developing regions have achieved gender equality in primary education.
- Only **52%** of married or cohabiting women freely make their own decisions about sex, contraceptive use and health care.
- Globally, women represent only **13%** of agricultural landowners.
- In North Africa, women account for less than **20%** of jobs in the non-agricultural sector. In the rest of the world, the proportion of women in paid employment outside the agriculture sector increased from **35% in 1990 to 41% in 2015**.

[www.un.org/sustainabledevelopment/fr/gender-equality/](http://www.un.org/sustainabledevelopment/fr/gender-equality/)

According to a 2015 INSEE study, the discrepancies are still glaring when it comes to doing laundry or taking a child to a medical appointment. On average, women spend **4.38 hours a day** on children and domestic tasks, compared to almost half the time for men, with 2 hours 26 minutes.

<https://www.insee.fr/fr/statistiques/1303232?sommaire=1303240> study dated 29-10-2015

<https://www.france24.com/fr/france/20210629-allongement-du-conge-paternite-quel-impact-sur-l-egalite-hommes-femmes>

“Gender equality is more than a goal in itself. It is a precondition for meeting the challenge of reducing poverty, promoting sustainable development and building good governance.”

Kofi Annan



**80 %**

women present at least one other symptom in addition to their periods stopping

**20 to 25%**

complain of problems affecting their quality of life at some point in their menopause

**8 to 10%**

take a hormonal treatment

The menopause usually occurs between 45 and 55 year-old, and has no relation to the age at which puberty occurred. In France, the average age at menopause is 51, an age that remains stable and has not changed with longer life expectancy.

<https://www.topsante.com/medecine/gyneco/menopause/menopause-symptomes-traitements-tout-savoir-58981>

<https://www.franceinter.fr/emissions/haute-fidelite/haute-fidelite-03-juillet-2020> - HollySiz's top 5 - 5 songs to listen to with your sister

<https://www.pourlasolidarite.eu/sites/default/files/publications/files/ed-2016-gbpm-comp-fr.pdf> - WOMEN IN SMALL BUSINESS MANAGEMENT - Comparative study

<https://www.mckinsey.com/featured-insights/employment-and-growth/how-advancing-womens-equality-can-add-12-trillion-to-global-growth>

[https://www1.undp.org/content/undp/fr/home/news-centre/news/2021/UNDP\\_calls\\_for\\_temporary\\_basic\\_income\\_to\\_poorer\\_women\\_COVID-19\\_pandemic.html](https://www1.undp.org/content/undp/fr/home/news-centre/news/2021/UNDP_calls_for_temporary_basic_income_to_poorer_women_COVID-19_pandemic.html)

<https://ripplematch.com/journal/article/companies-invested-in-the-success-of-women-at-work-d819cb0b/>

[https://www.oecd-ilibrary.org/social-issues-migration-health/the-pursuit-of-gender-equality\\_9789264281318-en](https://www.oecd-ilibrary.org/social-issues-migration-health/the-pursuit-of-gender-equality_9789264281318-en)

[http://www3.weforum.org/docs/WEF\\_GGGR\\_2018.pdf](http://www3.weforum.org/docs/WEF_GGGR_2018.pdf) - The Global Gender Gap Report 2018 by the World Economic Forum