



bioxan.

New branding, same excellence from Btsa

Bioxan renews its image without altering its essence

At Btsa we are committed to natural and sustainable cosmetics, renewing our image to continue being the **reliable choice in natural antioxidants and high-functional Vitamin E**. This new visual identity reaffirms our promise: **ingredients that care for your skin and the planet.**

An evolution in our image that **does not affect the quality of our products**: all the features, properties and benefits remain intact, offering the same effectiveness and quality as always, with a renewed and differential image.

A brand with its own identity

Our strategy responds to the growing demand in the cosmetics industry for products with **clear differentiation, clear messaging and specialized messages**. This new visual identity, optimized for the cosmetics market, emphasizes our values of **sustainability and functionality**, key to creating ingredients that meet the highest quality standards.

New architecture

The migration is focused on the creation of a **unique identity**: Bioxan is consolidated as our exclusive brand for the Cosmetics market, achieving a brand unification that strengthens our presence and **differentiation** in the sector.

New brand architecture

TOCOBIOL C - SOYBEAN

TOCOBIOL® C

TOCOBIOL® ORGANIC

TOCOBIOL C - SUNFLOWER

TOCOBIOL® SF C

TOCOBIOL® SF XT C

bioxan.

Upcycled, plant-based ingredients for product enhancement and sustainability.

NEW NAME

BIOXAN®

BIOXAN® ORGANIC

NEW NAME

BIOXAN® SF

BIOXAN® SF XT

The BIOXAN® T and BIOXAN® E ranges keep their current nomenclature.

Aspects that remain unchanged

- INCI
- Specifications
- Quality
- Organolepsy
- Dosage

We transform our image while preserving our essence, to inspire a conscious and functional cosmetics.