



Barentz North America

www.barentz-na.com

Luxurious and Natural Bio-Based Cleansing Foam

PRODUCT/SERVICE BACKGROUND INFORMATION

Bio-Based Cleansing Foam from Barentz Care NA is an earth-friendly cleanser designed with mild and natural ingredients.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Barentz Care NA is introducing the ultimate earth-friendly personal care cleanser. Bio-Based Cleansing Foam is a naturally derived cleanser, enhanced with an environmentally friendly propellant to achieve a delightful, whipped product that is creamy and shiny in appearance. The cleansing system contains unique raw materials, such as a COSMOS approved amino acid surfactant, a natural preservation system, and an earth-friendly propellant in an aerosol.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Bio-Based Cleansing Foam offers a unique, planet-friendly way to cleanse, offering extremely mild, natural and safe ingredients. This product provides a dense, creamy lather that spreads and rinses well, and leaves your skin soft, moisturized and conditioned. Even though this is aerosolized, Solstice propellant is non-flammable, so you can use more earth friendly packaging. Solstice propellant can help your brand save the same amount of CO₂ emissions that it would take 2 ½ trees an entire year to remove. This product differs from most cleansers on the market, due to its high natural content, recyclable packaging, and earth-friendly propellant, with a fun and enjoyable whipped cream sensory.