



Clariant International Ltd

<https://www.clariant.com/en/Business-Units/Industrial-and-Consumer-Specialties/Personal-Care/Preservation>

Preservation in Cosmetics – Boosting Preservative Performance / Natural Formulations

PRODUCT/SERVICE BACKGROUND INFORMATION

The challenges of preservation in cosmetics.

Consumers are increasingly demanding for healthier and more sustainable products. The importance of green claims is rising, and this market trend is also affecting preservatives as core ingredients of cosmetic formulations.

Established preservatives are more and more regulated and some are increasingly under public scrutiny. The concentration levels of synthetic preservatives are reduced, and a switch to natural alternatives often means a loss of performance. Lastly, there's a limited choice of preservatives to obtain COSMOS or NaTrue labels.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Clariant's line of preservative boosters highlights several safe, natural, sustainable, or nature identical chemistries to meet the needs of today's personal care formulators and consumers.

Among our COSMOS approved multifunctionals, we have Velsan Flex and Velsan SC. Both are sourced from natural ingredients and have RCIs of 93 to 100%.

Additionally, Clariant offers Velsan AS, a nature identical ingredient that reflects the current trend for natural alternatives for cosmetic preservation.

All of our Velsan line of boosters reduce the load of traditional preservatives while providing additional benefits that can reduce or remove the need for other synthetic chemistries in cosmetic formulations.

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

Clariant's focus is on performance and sustainability.

Our Velsan boosters have broad spectrum activity against microorganisms and are suitable for formulations including leave-on, rinse-off, wipes, and suncare.

Velsan boosters over the range of pH values commonly found in personal care formulations.

Our boosters have interesting multifunctional benefits as well. Clariant boosters range from viscosity and pH modifiers to fragrance, as well as naturally solubilizing essential oils and fragrances.

We solve the challenges of modern personal care preservation by contributing to sustainable product preservation to the industry.