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## Natural W/O Emulsifier for Pigment Containing Cosmetics

Anna Howe; Evonik Corporation; Richmond, VA

Miyako Hisamoto; Evonik Corporation; Richmond, VA

Herbert Canziani; Evonik Operations GmbH; Essen, Germany

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### POSTER ABSTRACT

Creating sophisticated color systems is challenging, especially with the growing consumer demand for sustainable, cruelty-free, vegan, Halal, and COSMOS certified products. Pigments are key components in color cosmetics for achieving desired hues. Many prestige brands use silicone emulsifiers and synthetic ingredients to enhance color vibrancy, texture, and emulsion stability. However, there is a shift towards developing 100% natural alternatives to replace these synthetic components.

This paper shows that a 100% natural W/O emulsifier (Ino=1.00) can replace current synthetic W/O emulsifiers in color cosmetics. It replicates the sensory qualities of synthetic emulsifiers while maintaining high emulsification performance and excellent pigment wetting properties, without needing co-emulsifiers. This new biodegradable ingredient is effective with both coated and uncoated pigments, offering a lower viscosity compared to benchmarks, and improved abrasion resistance.

It is essential for suppliers to explore alternative solutions to cater to the expanding premium market segment. Manufacturers are seeking sustainable chemical options that not only uphold performance standards but streamline manufacturing processes. Future solutions must be cruelty-free with regard to animals and possess essential certifications. Such innovations contribute to enhanced environmental and consumer performance.