



Improving the Long Wear and Adhesion of Cosmetics using Naturally Derived Film-Formers

Kobo Products, Inc.

koboproductsinc.com

PRODUCT/SERVICE BACKGROUND INFORMATION

The duration of wear for cosmetic products is driven by the effect of water, oils, and sebum on skin, lips, nails, lashes, and hair. In addition, the resistance to transfer of the product via rubbing and touch and how well it adheres to that substrate is of equal or greater importance. Traditionally, synthetic film formers are used for this purpose and remain a viable source of ingredients. However, the more recent emphasis is on either natural or naturally derived ingredients in formulations. Rosin derivatives show excellent film forming and coating properties. Hydrogenated glyceryl rosinate is naturally derived and formed from esterification of glycerin with a hydrogenated rosin.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

In response to the strong demand for natural ingredients, chemists have become devoted to developing green chemicals instead of petroleum derived ingredients. Product Name KOBOGUARD® NATURAL 3000P - The resin used for the KOBOGUARD® NATURAL 3000 Series is extracted from Oleo Pine Resin collected from living pine trees, ensuring sustainable feedstock reserves. This resin (INCI Name: Glyceryl Hydrogenated Rosinate) is highly hydrogenated and esterified having outstanding resistance to oxidation and discoloration. It is available as a powder, or in solutions in natural-origin carriers, at high active content.

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

When incorporated into a volatile-based formulation, KOBOGUARD® NATURAL 3000P can enhance the water-resistance, transfer-resistance and adhesion properties, thereby improving the overall technical performance. This material provides a naturally derived alternative for formulators and consumers to synthetic film formers. The combination and levels of volatile, semi-volatile, and non-volatile solvents and oils can make a marked difference in the results when used with KOBOGUARD® NATURAL 3000P. Optimizing their levels and their evaporation rate results in an extended wear benefit for the consumer with longer lasting and more uniform color while improving the overall efficacy of actives present.