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BIOTRAN AQUA SHIELD: Naturally derived film-former with no compromise between high natural origin content and outstanding performance for color cosmetics

Zschimmer & Schwarz GmbH

zschimmer-schwarz.com/en/personal-care

PRODUCT/SERVICE BACKGROUND INFORMATION

BIOTRAN Aqua Shield is a water-based multifunctional film-forming polymer derived from natural ingredients, designed for customers seeking more natural formulas without sacrificing performance, suitable for use in both aqueous and emulsion systems to enhance product longevity.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

BIOTRAN Aqua Shield is a highly natural (ISO 16128: 82%) water based film former that provides water resistance, transfer resistance and wear resistance in finished formulations.

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

BIOTRAN Aqua Shield delivers excellent performance in terms of water resistance and longevity across various color cosmetic formulations, while also enhancing the natural origin content of these formulas.

Initial tests in suncare applications are promising, indicating that BIOTRAN Aqua Shield could have a significant role in this area. Further testing will be carried out to confirm its effectiveness.

BIOTRAN Aqua Shield demonstrates strong holding properties in mascara formulations, leading to on-going testing in hair fixative formulations.