

The Modern Creation of Texture, a technical resource on building texture across personal care

Koster Keunen

www.kosterkeunen.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Founded in 1852 Koster Keunen is the world's leader in natural waxes and wax technology. In 2027 Koster Keunen will have been in business for 175 years. We specialize in the development, processing, and manufacturing of quality ingredients at each of our production sites. Our technological strengths include extensive knowledge of waxes, emulsifiers, esters and their derivatives. We dedicate ourselves to innovation, ethical sourcing, transparency and sustainability.

WE'VE GOT A WAX FOR THAT. Wax technology has come a long way and is not just for lipstick anymore! Wax can be used I the creation of lotions, creams, hair care technology, color cosmetics, and even soap bars. Our team can help you with your vision and formulation. Have some technical challenges, we can help you there too.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

The Modern Creation of Texture

Koster Keunen is introducing The Modern Creation of Texture, a technical resource on building texture across personal care. As formulas shift toward ingredients that enhance skin rather than relying on actives alone, texture has become the point of difference. The resource breaks down how waxes and esters build structure, stability, and sensory finish in skin care, hair care, color cosmetics, and bars, supported by example formulations. Product development teams gain a clear reference guide and ideas on new innovation.

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

The Modern Creation of Texture establishes a structure-to-function framework for lipid-based and emulsion formulation. By correlating the molecular composition, melting behavior, and crystalline structure of waxes and esters with measurable sensory and rheological outcomes, it supports a more predictive, data-informed approach to texture design. This can reduce formulation iterations, simplify ingredient decks, and shorten development timelines. It also reinforces the industry shift toward skin-enhancing ingredients that deliver performance beyond actives alone, giving brands of every size a common technical language for texture.