

The Power of Two: Multifunctional Rheology Modifiers for Texture and Sensory Performance in Personal Care Formulations.

Ingredion Incorporated

www.go.ingredion.com/beauty

PRODUCT/SERVICE BACKGROUND INFORMATION

Consumer demand for naturally derived, high-performing personal care products continues to accelerate globally. Innova Market Insights identified more than 6,600 product launches containing Hydroxypropyl Starch Phosphate between 2019 and 2025[1], with particularly strong adoption in Hair Care and Skin Care, where it is widely used in conditioners, hair treatments, moisturizers and cleansers. These market trends demonstrate the growing industry preference for multifunctional starch-based technologies capable of delivering both performance and sustainability.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

We are highlighting **FARMAL™ PG 4500** and **FARMAL™ PG 4501** (INCI: Hydroxypropyl Starch Phosphate), pregelatinized starches designed for ease of use and formulation flexibility. These ingredients disperse instantly in cold water without the need for premixing, helping streamline manufacturing processes and improve production efficiency. Derived from a natural, low microbiological, non-GMO, plant-based starch, this multifunctional polymer delivers rheology modification, emulsion stabilization, viscosity building and aesthetic enhancement, enabling formulators to develop high-performing products with naturally derived ingredients.

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

FARMAL™ PG 4500 and **FARMAL™ PG 4501** help formulators bridge the gap between naturality and performance. In emulsion systems, they contribute viscosity development, stability and elegant sensory, while in surfactant-based formulas they create rich, creamy foam and an enhanced sensory profile. Additionally, their stability across a broad pH range offers formulators greater flexibility when developing innovative products. By combining functionality, formulation flexibility, regulatory support, and consumer-desired sensory attributes, FARMAL™ PG 4500 and FARMAL™ PG 4501 enable the development of differentiated products that meet the evolving expectations of both formulators and consumers.

[1]Innova Market Insights, New product Search; 10-May-2024.