

Beyond Talc: Formulating for the Future with TEXTURLUX® FLO

Primient

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PRODUCT/SERVICE BACKGROUND INFORMATION

TEXTURLUX® FLO is a cosmetic-grade, single-INCI Zea Mays (Corn) Starch from Primient's TEXTURLUX® portfolio of plant-based personal care additives. Made in the United States from corn, it is an off-white, odor-neutral powder with negligible water solubility and an >90% average particle size of between 10-40 microns. It functions as an absorbent, bulking agent, texturizer and active carrier, is allergen-free, and is suitable for vegan, halal and kosher positioning. It is designed for talc-free body powders, dry shampoos, deodorants, color cosmetics, sunscreen and cream formats.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Primient is introducing TEXTURLUX® FLO Personal Care Additive, a plant-derived, single-INCI corn starch developed as a natural, talc-free alternative for powder and hybrid cosmetic formats. Made from corn sourced through a regenerative agriculture program and heat-treated to a low plate count (≤100 CFU/g), it acts as a bulking agent, texture agent, moisture absorber and actives carrier. It suits applications from dry powders to creams and lotions, reducing greasiness and oiliness while adding body, consistency and a soft touch.

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

TEXTURLUX® FLO helps formulators create talc-free, short-INCI powders without sacrificing sensory or processing performance. It absorbs excess oil and moisture, leaves a soft, dry, non-greasy after-feel, and supports powder flow, compressibility, and pigment and active distribution. As a corn-derived, allergen-free starch with one familiar INCI, it supports clean-label, plant-based brand stories and offers a natural alternative to mineral powders and microplastics such as nylon-12 and PMMA. It is also biodegradable.