

# Formulation

AAK-19-019

## Purely Amazing Eco-Conscious Cleansing Balm



**NEW** [Click here to watch our 4-minute 'how to make' video](#)

Raw Material	INCI Name	w/w (%)
Phase A		
Lipex Bassol C	<i>Canola Oil</i>	50,00
Lipex PreAct	<i>Canola Oil</i>	2,00
Lipex SheaLight	<i>Shea Butter Ethyl Esters</i>	28,00
Phase B		
Sapogel Q	<i>Glycerin Aqua &amp; Quillaja Saponaria Wood Extract &amp; Saponaria Officinalis Extract</i>	20.00

### Procedure:

1. Weigh in all ingredients in phase A and mix
2. Weigh in phase B in a separate beaker and start mixing with a propeller stirrer
3. Add phase A to phase B very slowly, first dropwise and then in smaller portions.
4. Allow a homogenous gel to form.

**Description:** transparent gel which transforms into a liquid milk on contact with water. Apply a thick layer on dry skin and gently massage to stimulate circulation, loosen make-up and impurities. Add water and watch the balm turn into a silky, opaque lotion. Rinse off until the water runs clear. Skin is left glowingly fresh and beautifully soft and clean.

**Lipex Bassol C** is used as a colorless, odorless, moisturizing base. **Lipex SheaLight** with its low viscosity, high polarity and good solubilizing properties is an excellent choice for both anhydrous and emulsion-based cleansing formulations, as it effectively dissolves skin impurities and all types of makeup, including waterproof products.

**Lipex PreAct** has a unique blend of tocopherols and phytosterols and is clinically shown to offer protection against inflammatory mediators and soothe, calm and restore the skin barrier function.

COSMOS CPAI: 96% PPAI: 1.5%

**Trend:** worldwide market for facial cleansers is expected to grow at a CAGR of 5% over the next 5 years, reaching almost 7million US\$ in 2024. New cleanser launches offering 'anti-dust/anti-pollution claims quadrupled in South Korea between 2015-18 (Mintel).

**Variation:** add natural scrubbing particles for a gentle two-in-one cleanser/exfoliator.

For a K-Beauty inspired 'anti-dust' cleanser, consider adding Lipex SheaTris. This shea butter triterpene ester concentrate has been shown in studies to have the potential for decreasing damage caused to the skin by urban dust.