customer challenge

- a stubborn lip stain that commercial makeup removers were unable to remove
- zero makeup removers available on the market that were ethoxylate/1,4-dioxane free and silicone-free (that didn’t leave a greasy/oily after feel)

solution

- the technical team at Aurorium designed a silicone-free, ethoxylate-free, nature-based leave-on makeup remover derived from Shea that effectively removed the lip stain and other stubborn color cosmetics; Jarplex™ MUR

benefits

- sustainability, biobased, and waterless beauty

dependent solution

- developed a clear, homogenous, water soluble microemulsion designed for use in wet wipes that contained the same product in an easy-to-use form; Jarplex™ M2O

benefits

- manufacturing efficiency: using an alternative platform lowered the customer’s formulation cost, production costs, and cycle time (no need for an additional solubilizer and less mixing in production)

at a glance

shea and surfactant development for makeup removal

focused on future trends and unique market challenges in personal & home care; Aurorium provides innovative solutions derived from sustainable and nature-based sources