

PARTNERS IN POSSIBILITY

unique dispersants improve mineral sunscreen



customer challenge

- the customer struggled with white cast (ghosting) in their mineral sunscreen formulation
- wanted to eliminate the use of silicones while still achieving an ideal skin feel

solution

- **Aurorium** innovated with novel technology to help the customer with their formulation
- **Xicare™ Aqueous Dispersants**
 - reduce the appearance of white cast
 - enable formulations with more even coverage and boosted Sun Protection Factor (SPF)
 - allow for fully aqueous, natural feel formulations



benefits

- **biobased formulations:** the low usage level allows higher biobased (natural) content to be added
- **multifunctional beauty:** helps support trends, such as skinification, into sun care products

at a glance

aqueous pigment dispersant reduced ghosting and improved performance in mineral sunscreen



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

