

# WATERLESS BEAUTY

Waterless beauty is here to stay. What was originally a trend from Korea, to improve the potency of skin care products, has now grown into a desire for effective, clean and sustainable products.

Water is set to be a precious commodity as consumption outstrips supply. Water scarcity is a growing problem with water usage growing globally at more than twice the rate of the population increase. The effects of it has already been seen in every continent and by 2025 two-thirds of the world population may face water stress conditions.<sup>1</sup>

The more consumers become aware of this issue, habits will change, the more beauty brands will need to change how they source, manufacture, and formulate products to limit their dependence on water.

## Waterless products – benefits and challenges

Water usually makes up 70-80% of a beauty product and is often the first ingredient on the INCI list. Water helps to make the product easier to apply and easier to absorb by your skin, it is also an excellent solvent for many active ingredients. Waterless formulations come with many benefits; reduced need for preservatives since there is



no water; less packaging material since product can be concentrated to smaller volumes or come without packaging altogether; higher potency and all in all a minimized total waste.

However, waterless products also present challenges, from oxidative stability of the oil-phase, heavy product textures and a higher price point. Switching to a waterless product may take a bit of getting used to for the consumer, balm products and rich oils are good examples, they are not always pleasant to use and can leave a sticky film on the skin.

## Next generation textures

Since the start of waterless beauty, product development have evolved and products now come in a variety of forms, including balms, powders, solids, sticks, concentrated oils, body butters, masks and pressed serums, and can be incorporated within skincare, haircare and makeup.

Consumers today want to embrace waterless products and expect them to have the same skin feel as if it contained water. The formulator can help to improve the consumer experience by creating non-greasy and non-tacky textures as this is one of the main concerns of the consumer. It can be difficult when working with

balms, butters and oil-based formulations to achieve this pleasant and fast drying experience. One way of reducing the greasy feeling is to use lighter, low molecule and high spreadable emollients or by using oil absorbers.

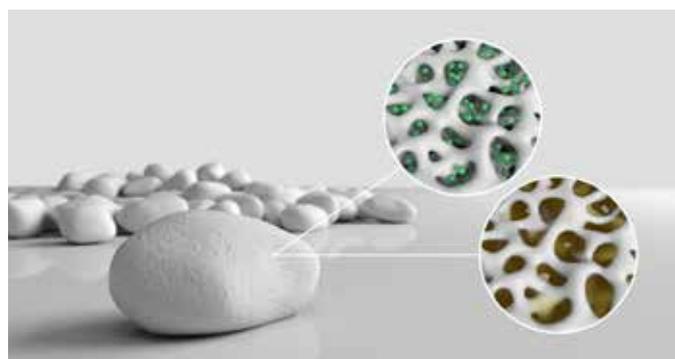
Absorbent powders can be used in beauty products to enhance the skin feel. Thanks to their large surface area or porous structure they are able to adsorb oil, making the product feel and look less greasy. Oil-absorbing ingredients commonly used include talc, aluminum starch octenylsuccinate, rice starch, corn starch, silica, various clays and nylon-12. These ingredients can modify texture, drying time and shine to different degrees.

Upsalite®, a mesoporous amorphous magnesium carbonate, is a new Swedish patented powder material used in cosmetics. It has many special qualities including an outstanding absorption capacity, due to an extraordinary high surface area and porous structure and can hold both oil and water-based substances. Upsalite has a soft and dry skin feel and can be included in waterless liquids, solids

and powders for makeup, hair or skin care applications, enhancing drying time and giving a matte texture.

“Waterless formulations come with many benefits”

<sup>1</sup><https://www.unwater.org/>



## Disrupting the market

If your brand is migrating towards more sustainable makeup formulas, contact us to learn more about how Upsalite can be used to improve texture and performance in water free formulas. Contact Mary Sundborg to book a meeting and get further information at [mary.sundborg@disruptivematerials.com](mailto:mary.sundborg@disruptivematerials.com)