



Upsalite® in Cosmetics



Disruptive Materials has one division solely dedicated to cosmetics where it primarily focuses on developing premium products for color cosmetics and hair care.

Upsalite®, a mesoporous magnesium carbonate, is a patented material from Sweden with an extraordinary high surface area and exceptional absorption capacity of both hydrophilic and lipophilic substances.

Upsalite, The Science Behind future Cosmetics formulations

- **Unique Absorption:** Upsalite absorbs excess sebum inside its porous structure while most other materials absorb sebum on the surface of the particles. This difference is instantly visible and results in long lasting sebum control.
- **Long-lasting Setting:** Upsalite particles, with their irregular shape and unique absorption properties, adhere perfectly to the skin surface, locking in the makeup and prolonging the wear
- **Translucent:** Upsalite is a semi-translucent soft powder supporting a natural nude look, perfect for both makeup and hair applications.
- **Selfie-ready:** Upsalite is proven to give no flashback effect, enabling you to show off your skin and always be "selfie-ready". All important in today's digital social media age. Here Upsalite has a significant competitive advantage.
- **Dermatologically tested:** Upsalite is considered non-irritant and non-dehydrating with a 0.00 score on the irritation and dryness index.

For further information, please contact:

Jenny Andersson Collby, Marketing Director
 Email: jenny.collby@disruptivematerials.com
 Mobile: +46 73 591 9818

Upsalite, the next generation cosmetic ingredient for makeup and hair care

Upsalite (INCI: Magnesium Carbonate) is set to disrupt and revolutionize the cosmetics industry. Disruptive Materials has analyzed some of the current and future trends to ensure that Upsalite, as an ingredient, will meet and exceed consumer needs and desires for enhanced product efficacy, long lasting wear and minimal environmental impact.

Award winning collaborative innovation

The first collaborative Cosmetic product released in Sweden was "Powder", a loose powder makeup base, launched by Palina Skinphilosophy in September 2019. In 2020 Powder won the "Daisy Beauty Award" for best base makeup product and "skönhetsredaktörernas" Beauty Oscar for best innovation.

