



## **NATURAL BBB - Beauty Balm Base** **Multifunctional Balm Base**

### **PROPERTIES**

**NATURAL BBB - Beauty Balm Base** is a 100% natural derived base, Cosmos approved, Palm free and vegan compliant. This multifunctional balm has been developed to facilitate the formulation work and improve the cost effectiveness of the finished product.

**NATURAL BBB - Beauty Balm Base** is a texturizing agent. This product has a butter like consistency with high malleability and softness whilst having a high melting point at around 75°C. **NATURAL BBB - Beauty Balm Base** gives softness and smoothness to formulations with a silicone feel at application, a good absorption and a velvety finish. In emulsion systems, **NATURAL BBB - Beauty Balm Base** gives high consistency, non-sticky and non-greasy after feel.

**NATURAL BBB - Beauty Balm Base** has co-emulsifying properties helping to stabilize emulsions thanks to its specific natural crystal network. In anhydrous formulations, it has the ability to bind up to 15% of water.

**NATURAL BBB - Beauty Balm Base** has been tested with a wide range of oils and presents an excellent compatibility with natural and derived natural oils.

### **COSMETIC APPLICATIONS**

Anhydrous formulation (45% - 49%): eye shadow, blush, lip balm, oily jelly, massage balm

Emulsion system (2% – 10%): body cream, emulsion balm

### **TECHNICAL DATA**

Appearance: Soft wax - Ivory to pale yellow

Melting point: 68°C-78°C

INCI : Hydrogenated Ethylhexyl Olivatate (and) Hydrogenated Castor Oil (and) Butyrospermum Parkii Butter (and) Tocopherol

The cosmetic market is stimulated by an infinite variety of consumer aspirations and is fed by innovation.

In today's world, changes happen due to the snapshot fashion and Instagram visuals that stimulate a fast lifestyle.

The cosmetic experts must innovate constantly, according to the desires and expectations of a zapper generation always looking for novelties.

**NATURAL BBB - Beauty Balm Base has been designed and developed with this concept in mind in order to satisfy these new trends.**

**NATURAL BBB - Beauty Balm Base is a natural solution to the creativity and effectiveness required by the new generation of modern cosmetics.**