



## **NATURA-TEC BEES-N-LOVE**

### **PROPERTIES**

Today, the protection of bees is essential to protect biodiversity, maintain the health of ecosystems and ensure pollination, which is a fundamental process for the survival and evolution of more than 80% of plant species in the world.

Bees are the main actor in this process and must be protected.

In line with its principles of sustainable development and to prevent beekeeping from becoming an intensive culture out of necessity, Natura-Tec is strengthening its range of alternatives to vegetable beeswax with a new grade, specifically dedicated to makeup: **NATURA-TEC BEES-N-LOVE**. Offering a sustainable, cost-effective and environmentally friendly solution.

**NATURA-TEC BEES-N-LOVE** is ideal for replicating the behavior of beeswax in colored cosmetics with enhanced characteristics.

**NATURA-TEC BEES-N-LOVE** is a renewable and sustainable 100% vegetable wax elaborated to forge and influence positive environmental consciousness in line with VEGAN principles.

**NATURA-TEC BEES-N-LOVE** is an excellent consistency agent with plastic and kneadable properties at body temperature that nourishes, moisturizes and softens the skin. Due to its high compatibility, it is very easy to use in all type of cosmetic formulations, but mainly in stick or solid cosmetics.

Comparative studies with the animal derived grade show same properties or very similar when used at 8% in a pigmented lipstick in terms of solidification point and breaking index.

The sensorial profile of the lipstick is also similar in terms of deposit, homogeneity, and shine, with a slightly improved softness and spreadability.

When used in a balm at 25% with no other waxes, the vegetable grade shows an important oil binding capacity, hardness and structure improvement with a more slippery behaviour.

**NATURA-TEC BEES-N-LOVE** is the preferred ingredient to replace animal derived BEESWAX in solid cosmetics.

### **COSMETIC APPLICATIONS**

Decorative (1 to 12%)...Lipstick, eyeliner, mascara, cosmetic pencil, lipbalm  
Skincare (0,5 – 5%).....Emulsion W in O, O in W  
Natural depilatory waxes (0,5 – 5%)  
Hair care (0,5 – 10%)... .Conditioner, styling wax, hair masks  
Candles, soaps.

### **TECHNICAL DATA**

Appearance: Ivory to pale yellow pellets  
Melting point : 65°C  
INCI: Stearyl Stearate (and) Helianthus Annuus (Sunflower) Seed Wax (and) Copernicia Cerifera (Carnauba) Wax