

# Cleansing Oil Gel

HB-DE-23-NB-4315755-004



## Main Claims:

- Nourishing & caring skin feel.
- Minimalist Formulation (9 INCI's).
- Made with 99% Natural Origin.
- Innovative transforming texture.
- Alternative oil thickening system.

## Market trend:

**+68%** growth in face cleansers in oil format

2018 vs 2023\*



## Plantacare® 1200 UP

Surfactant for extra-mild and daily cleansing with solubilizing properties for emollients.

## Cetiol® Isan

100% renewable-based, volatile, ultra fast-spreading and dry emollient. It is a natural based alternative to Cyclomethicone with little to no characteristic odor.

**Get fresh-faced with a gentle facial cleanser that transforms into milky texture while using it. It leaves a refreshing and caring skin feel.**

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# BTC

Chemical Distribution

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Phase	Ingredients	INCI	% by weight	Function
A	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Citric Acid (50% solution)	Citric Acid	1.66	pH Adjustment
	<b>Plantacare®1200UP</b>	Lauryl Glucoside	13.80	Surfactant
B	Glycerin*	Glycerin	14.00	Humectant
	Puricolor Blue ABL9 FDA (1% solution)	CI 42090	0.04	Colorant
C	<b>Cetiol® iSan</b>	Tridecane	9.70	Emollient
	Myritol® 318	Caprylic/Capric Triglyceride	30.00	Emollient
	Cetiol® RLF	Caprylyl Caprylate/ Caprate	30.00	Emollient
	Perfume*	Parfum	0.30	Fragrance

## Manufacturing Process

1. Premix the Na-Benzoate and the Citric Acid.
2. Add Plantacare 1200 Up and premix again.
3. Then add phase B, premix and heat to 70°C.
4. Prepare phase C and heat to 70°C.
5. Stirr phase A+B at 70°C with a dispersion disc and add slowly phase C. Stir until a homogenous gel is build and homogenize at 45°C.
6. Then fill at 40°C into a suitable packaging.

\*Duellberg: Rose & Softwood



## Specifications

Aspect	Light Blue gel with transforming character
pH value (23°C)	4.5 – 4.9
Viscosity (Brookfield; RVT; spindle 5; 10 rpm; 23°C)	24.000 mPa s

A brand of BASF – We create chemistry

\*\* ISO 16128 iON. When supplier data is not available, NOI is 0