

## Minimalist cosmetic – functional ingredients for natural beauty



In an increasingly complex and fast-paced world, consumers seek to slow down, making product transparency and natural living all the more important.

In the cosmetic industry, this translates to high quality and natural products with limited ingredient lists focusing on high efficacy without compromising on performance. Jungbunzlauer's bio-based product portfolio addresses these desires by providing highly functional ingredients for natural and pure personal care products with pleasant sensory.

### Multifunctionality

As consumers seek transparency, formulators tend to focus on the essentials in personal care formulations and limit their ingredient lists. Multifunctional ingredients can offer a decisive advantage in this context. Jungbunzlauer offers a range of natural personal care ingredients with multiple functions and outstanding performance.

- **Zinc lactate** is well known for its anti-inflammatory as well as skin soothing properties and can support self-preserving and preservation-free claims. Moreover, it acts as antimicrobial agent in deodorants.
- **CITROFOL® AI** is widely used as emollient, solubiliser and deodorising agent. Additionally, it can function as booster for natural preservation systems.
- In personal care applications, **glucono-delta-lactone** is used for its buffering and moisturising characteristics. As a mild exfoliant it is gentle to the skin and therefore a good alternative to alpha hydroxy acids.
- **Citric acid** provides great performance as chelating agent, pH regulator and buffering agent in cosmetic products. The incorporation of **citric acid** into cosmetic formulations improves the stability, shelf life and skin's compatibility with the final product.





## Formulation made simple

Formulators in the personal care industry have to face several challenges. To support our customers in the best way possible, we have created guidelines to assist developers in the formulation process. This facilitates the use of [Jungbunzlauer](#) ingredients and the choice of appropriate application concentrations as well as suitable procedures.

- How to use [glucono-delta-lactone](#) in personal care formulations
- Buffer systems with [Jungbunzlauer acids](#) and [salts](#)

## Texture and stabilisation

Synthetic thickeners don't fit into the concept of natural or minimalist personal care. However, using natural polymers for texture stabilisation of personal care products remains a challenge for formulators. We have looked into employing high acyl gellan gum for texturising and stabilisation. The high performance and new sensory experience make our [TayaGel® HA](#) the right choice for microplastic-free formulations.

- Body cream with [TayaGel® HA](#)
- Body lotion with [TayaGel® HA](#)



## Sustainability and natural ingredients

Natural ingredients are the basis for minimalist personal care products. Sustainability is a keystone in [Jungbunzlauer's](#) company strategy and therefore reflected in our product portfolio. Our products are manufactured using natural fermentation processes based on renewable raw materials.

[Jungbunzlauer's](#) product range for personal care applications is:

- Bio-based
- COSMOS approved
- NATRUE approved
- Vegan
- Non-GMO



COSMOS  
APPROVED



NATRUE  
Approved



Headquarters **Jungbunzlauer Suisse AG** · CH-4002 Basel · Switzerland · Phone +41 61 295 51 00

For further information please contact: [headquarters@jungbunzlauer.com](mailto:headquarters@jungbunzlauer.com) · [www.jungbunzlauer.com](http://www.jungbunzlauer.com)

The information contained herein is meant to demonstrate how our products can be used. This formulation has been subjected to limited stability tests and has been shown to perform well. The given data are suggestions without any guarantee aimed to support customers' development.