

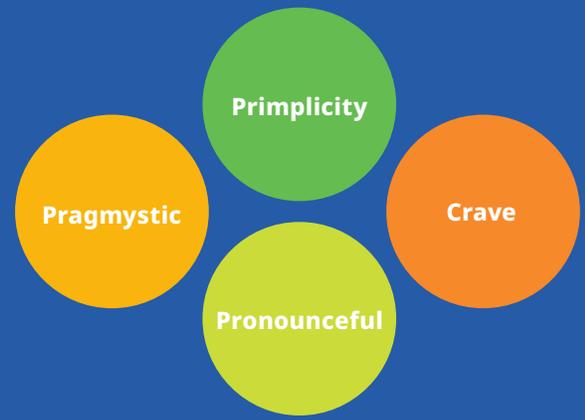
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Q2 - 2025 newsletter

**Formulated to feel:
The blueprint of
tomorrow's beauty**

Cover story:

The themes of primitive gathering, benefit-packed formulas, and ethical, sustainable values aren't just marketing fluff — they're backed by evolving consumer values. Today's beauty shoppers are eco-conscious, results-driven, and informed. They crave products that are rooted in nature, packed with visible benefits, and aligned with their ethics. In this newsletter, we dive into four pillars that drive and reflect consumer buying behaviors.



Primplicity

Primplicity is driven by the instinctive desire for simple, trusted ingredients favoring straightforward, tactile experiences that feel authentic and safe. It draws inspiration from time-honored rituals passed down through diverse cultural traditions, rooted in the earth and its offerings.

An example of a product from our formulation library is our new **Ginger + Olive's day away cleansing oil**. This cleansing oil highlights products derived from olive-oil and ginger cells, embodying the earthy foundation of Primplicity. Its rich, tactile oil texture effortlessly dissolves oil-based cosmetics, offering a sensory experience that feels both pure and nurturing.

Formulation: Ginger + Olive's day away cleansing oil



Desire drivers:

- **Authenticity & cultural heritage** – Consumers seek traditional beauty rituals and indigenous ingredients with proven, time-tested effectiveness.
- **Trust in natural & minimal ingredients** – Simple, recognizable ingredients provide transparency and reassurance, avoiding synthetic complexity.
- **Sensory & tactile appeal** – Hands-on applications like balms, oils, and scrubs enhance self-care by creating a deeper, more tangible connection.
- **Safety & skin barrier protection** – Gentle, nourishing formulas support the skin's natural defenses without irritation or disruption.
- **Anti-overload & ingredient simplicity** – Consumers prioritize effective, minimalist beauty routines to avoid overwhelming skincare fatigue.
- **Global influence & sustainable sourcing** – A worldwide appreciation for cultural beauty

80% of beauty and personal care consumers want stricter safety regulations, reflecting widespread distrust in new ingredients and product claims.

Source: CosmeticDesign - Mintel Report

NOTE: This is an Interactive PDF newsletter. Click on the hyperlinks & buttons to learn more about the featured ingredients or to request samples, etc.



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300 Jefferson Blvd
Warwick, RI 02888
Phone: (800) 521-0065





Ingredient	Benefit
TroyCare® PE91 TroyCare® PE73	Mild and cost-effective trusted preservative
Mehydran™ LS 9876	Extract of natural French honey that is rich in oligosaccharides, organic acids, amino acids and minerals. In addition, it has NMF-like and water-attracting properties, providing moisturization and care to skin
PROPOLIS Oléoactif®	100% oil-based extract of Propolis, a resin produced by bees, obtained by the patented Oléo-éco-extraction process with strong anti-wrinkle properties and a protective and repairing effect on mature skin
Aerosil® Line	Silica is a tried and true simple, efficient, and versatile rheology additive
Olive Derivatives <ul style="list-style-type: none"> • Olivem® line • Surfinesse™ Cleanse • Biochemica® Olive butter 	Simple ingredients based on olive oil
Cegesoft® SB 45 TR	100% traceable shea butter derived from renewable raw material
Botanibutter™	A new 100% nature-derived creamy wax emollient offering an elegant sensory experience, both at application and at dry down
Floraesters™ K-20W Jojoba Floraesters™ K-100 Jojoba	Jojoba-derived ingredients with optimum benefits for moisturizing products and can be used in many formulas for long-lasting effects
Sensafoam™ Betaines	Tried and true co-surfactants create rich foam and enhance mildness in cleansing products
Superfruit Blend	Botanical blend high in antioxidants. Includes Goji, Coffee Seed, Acai, Noni, Pomegranate and Camellia sinensis, each with a plethora of beneficial properties

Pragmystic

This pillar is rooted in practical and results-driven offerings, that remain to capture a sense of wonder and intrigue without gimmicks. Consumers looking for that instant gratification effect with fast results will gravitate toward the ingredients and finished products in this category.

An example of a formulation that seamlessly fits into this pillar is our **Blur blot on the spot** prototype. This balm stick goes on smooth and clear with no drag, and finishes powdery to the touch. It provides instant gratification by creating a soft matte effect, blurring the appearance of surface imperfections on the skin.



Formulation: Blur blot on the spot stick

Desire drivers:

- **Science-backed performance & efficacy** – Consumers seek clinically tested, research-backed products that guarantee visible, proven results.
- **Instant gratification & fast results** – Demand for quick-fix beauty solutions is high, with consumers prioritizing immediate and noticeable improvements.
- **The “viral effect” & social proof** – Social media validation through before-and-after content, influencer reviews, and real-user testimonials drives purchases.
- **Sensory appeal & “magic” without gimmicks** – Unique textures, transforming formulas, and innovative applications create excitement, but effectiveness is key.
- **Dupes & cost-conscious buying** – Consumers seek budget-friendly alternatives to high-end products that deliver the same quality and performance.
- **Influence of Korean beauty (K-beauty) & global innovation** – Trends from K-Beauty, J-Beauty, and beyond shape expectations for cutting-edge, results-driven skincare.

28% Masstige skincare accelerated year-over-year, appealing to cost-conscious yet quality-seeking buyers.

Source: NielsenIQ’s “Beauty Category’s Dynamic Growth: 2024 Mid-Year Update” (Aug 9, 2024)



Ingredient	Benefit
Kopacol™ Line	Results-driven, cost-effective surfactant with superior foaming and cleansing power
Cetpro® DL-MAC	Mandelic acid, a gentle exfoliant, is an increasingly popular alpha hydroxy acid treatment known for its unique anti-aging and antibacterial properties
Cetpro® Vitamin C derivatives	Vitamin C derivatives for all types of formulations, more stable alternatives to ascorbic acid
RetiSTAR™	Stabilized retinol to protect against photo-aging. Improves the appearance of fine lines and wrinkles and helps to prevent wrinkles. Helps to improve barrier function and helps retain skin moisture. It has a normalizing effect on skin pigmentation
Natural Wax Dispersions	Stable and easy-to-use solid dry dispersions provide uniform colors and soft textured feel
Ultra Filling Spheres™	Technology is based on the ability of dehydrated and cross-linked spheres made of hyaluronic acid and konjac glucomannan that has 5-hour reduction of skin roughness and appearance of crow's feet. Ultra filling spheres immediately improve skin surface hydration and can increase lip volume within 2 hours, thanks to their hygroscopic properties
PatchH2O®	A molecular mesh technology encapsulating four hydrating actives providing instant (30 minutes), long-term (48 hours), and sustained (5 days) hydration for skin, scalp, and hair
Hydagen® Aquaporin	Boosts the moisturizing capacity of glycerin, for instant and 24-hour hydration
Inolixir™	Decreases skin redness, improves radiance, decreases eye dark circles and decreases tired skin fine lines
Florasomes™	Soft 100% jojoba-derived particles that melt onto the skin to deliver actives
Cetpro® Pullulan	A film-forming, skin-tightening rheology modifier that has synergistic effects with Vitamin C

Pronounceful

Pronounceful is inclusive yet simple—offering a sense of both personalization and community. It encourages more intentional, thoughtful purchases that may come at a higher price point, but are rich in meaning and value.

This pillar celebrates bespoke creations designed to stand out. These formulations are declarations with purpose—bold expressions that make consumers feel seen and heard, speaking directly to them through an abundance of meaningful benefits.

Check out our Facial cleanser paper formulation that utilizes sulfate-free, naturally derived surfactants:



Formulation: Facial cleanser



Desire drivers:

- **Personalization & self-expression** – Consumers seek tailored beauty solutions that reflect their unique identity, style, and individual needs.
- **Ethical & sustainable consciousness** – Shoppers expect brands to be eco-friendly, cruelty-free, and socially responsible, making ethical choices on their behalf.
- **Trust & transparency** – Ingredient traceability and clean formulations build consumer confidence, driving demand for honest and open brand communication.
- **Experience-driven beauty** – Sensory, interactive, and ritualistic experiences elevate beauty routines, making customization a form of self-care.
- **Influence of social media & brand activism** – Consumers are drawn to brands that engage in social issues, foster inclusivity, and create authentic digital experiences.
- **Premiumization & limited editions** – Exclusive, small-batch, and high-quality bespoke products appeal to consumers willing to pay for uniqueness and luxury.

Ingredient	Benefit
APGs®	Sulfate-free, naturally derived mild surfactants enhance foaming and mildness
L22™	Botanically sourced, skin-mimetic lipids formulated to replicate the surface lipid profile of healthy, youthful skin
Actigum™ CS 11 QD	Natural ingredient used to thicken, suspend and stabilize challenging formulas with a premium sensory
Timica® Terra Line	Suncare for all skin tones can be created with easy-to-use high pigmented effect pigments
Puresterol®	Herb native to Thailand that rejuvenates and revitalizes skin for youthful glow
BLISS Oléoactif®	100% oil-based extract that combats skin stress and boosts serotonin creating firmer skin with less wrinkles
Cetiol® Sensoft	The happy emollient, versatile and innovative for body, face, sun, hair and AP/Deo
WS SA50™	Water-soluble salicylic acid powder loaded with 50% of salicylic acid



Where creamy tones, sipable shades, and savory textures flirt with the senses, beauty taps into our deep-rooted craving for comfort—stirring joy, connection, and a delicious reminder of what we love, reimaged for right now.

Our **Seaing red cheek & lip stain** has been a big hit with our customers! Launched at the end of last year, this long-lasting blush and lip stain has a fun, bouncy texture that feels hydrating, smooth, and cool to the touch upon application. Check it out!



Formulation: Seaing red cheek & lip stain

Desire drivers:

- **Comfort cravings:** Beauty inspired by comfort foods offers emotional relief and sensory calm.
- **Nostalgia with a twist:** Familiar scents spark memories, reimaged with a playful, modern touch.
- **Feed the senses:** Rich textures and edible tones turn daily care into indulgent rituals.
- **Clean and edible:** Food-based ingredients feel safe, simple, and naturally effective.
- **Playful escapism:** Whimsical, dessert-like products bring joy and fun to self-care.
- **Social and sustainable:** Eye-catching and eco-conscious, these products align with values and virality.



Ingredient	Benefit
Fiberdesign™ Citrus	Patented texturizer for cosmetics made with upcycled citrus peel fibers that provides a cooling effect and smooth feel
Lessonia seeds	Apricot, almond, coconut, strawberry, grape, raspberry, coffee, kiwi seeds deliver gentle exfoliation
Verdessence® Biopolymers	Create jelly-like textures with sustainable biopolymers
Mushrooms	Harness the power of nature to deliver potent antioxidant and skin-rejuvenating benefits, promoting a youthful complexion
Kava Kava Root	An extract that brings a state of relaxation by offering calming and soothing properties
Satiagel™ VPC 508 P Satiagel™ VPC 614 Satiagum™ VPC 430	Food-like textures from versatile, natural gums
ALTER-EMULFABA	Natural emulsifier from aquafaba (chickpea cooking water) for stable, aesthetically pleasing emulsions

Foam in the sun – organic sunscreen

Offers a foam texture that is light and easily spreadable for a unique sensory experience and optimal sun protection.

Phase	Trade Name	INCI Name	Wt, %
A	Octisalate	Ethylhexyl Salicylate	5.00
	Octocrylene	Octocrylene	5.00
	Homosalate	Homosalate	5.00
	Cetiol® Ultimate	Undecane (and) Tridecane	1.00
	SolaStay® S1	Ethylhexyl Methoxycrylene	1.00
	Hallbrite® BHB	Butyloctyl Salicylate	5.00
B	Avobenzone	Butyl Methoxydibenzoylmethane	3.00
C	Water	Water	Q.s.
	EDETA® BD	Disodium EDTA	0.10
	Glycerin	Glycerin	3.00
	Verdessence™ Xanthan	Xanthan Gum	0.15
	Eumulgin® VL 75	Lauryl Glucoside (and) Polyglyceryl-2 Dipolyhydroxystearate (and) Glycerin	3.00
	Eumulgin® SG	Sodium Stearoyl Glutamate	0.50
	Plantapon® ACG 50	Disodium Cocoyl Glutamate	0.80
	SensaFoam™ F 50	Cocamidopropyl Betaine	0.80
	Perlastan® L30	Sodium Lauryl Sarcosinate	2.00
	TroyCare™ PE 91	Phenoxyethanol (and) Ethylhexylglycerin	1.00
D	Campo Siddha Neer Ellam Gopi	Melia Azadirachta Leaf Extract (and) Melia Azadirachta Flower Extract (and) Aqua (and) Corallina Officinalis Extract (and) Betaine (and) Coccinia Indica Fruit Extract	0.70

PROCEDURE

1. Add each Phase A ingredient together and mix well until product is transparent. Add Phase B then heat to 45-50C.
2. In a separate beaker, combine Phase C and heat to 45-50C. Add Phase AB to Phase C and mix well. Homogenize then cool to room temperature.
3. Add Phase D and adjust pH to 5.5-6.5 if needed. Fill foam pump bottles at room temperature.

SPECIFICATIONS

pH @ 25°C: 5.5-6.5
Viscosity @ 25°C: 200-500 cPs
Appearance: Low viscosity pink liquid

FEATURES AND BENEFITS

- Transparent finish, light and non-greasy, no white cast
- Broad spectrum sun protection
- Unique foam texture, great for kids

HOW TO USE

Pump the product onto clean hands and work it in to the face and body evenly, reapply every two hours.

Soothing ingrown hair treatment

Targeted roll-on ingrown hair treatment to treat and soothe infected pores and slow down hair growth

Phase	Trade Name	INCI Name	Wt, %
A	DI Water	Water/Aqua	82.60
	Glycerin	Glycerin	3.00
	Rheocare HSP 1180	Polyacrylamidomethylpropane Sulfonic Acid	5.00
	Sodium Hydroxide, 40% solution	Sodium Hydroxide	1.40
	Beta-Hydroxide ACSD G00011	Salicylic Acid, Acacia Senegal Gum	1.00
		Succinic Acid	1.00
	Hydrasensyl Glucan Green	Water, Beta-Glucan	2.00
	Pilisoft LS 9760	Water, Pentylene Glycol, Gymnema Sylvestre Leaf Extract	1.00
	Fragile Cotton	Gossypium Arboreum (Cotton) Leaf Cell Extract	0.5
	CP Oat Avenathramide Extract	Glycerin, Water, Avena Sativa (Oat) Extract	0.5
	Euxyl K 720	Benzoic Acid, Caprylyl Glycol, Propylene Glycol	2.00

PROCEDURE

1. Add materials into a clean beaker, in order listed, and allow to mix well after each addition.
2. Once homogeneous, adjust pH to 4.00 - 4.50

SPECIFICATIONS

pH @ 25°C: 4.00 – 4.50
 Viscosity @ 25°C: < 100 cps
 Appearance: Clear to slightly hazy, amber liquid

FEATURES AND BENEFITS

- Delivers targeted, mess-free relief
- Clears out pores to soothe and improve visual imperfections
- Suitable for intimate regions, underarms, face, scalp, and legs

HOW TO USE

Post cleanse, roll on and rub in to affected area

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Ask Amanda:

Applying sunscreen on kids can be tough, especially when it feels greasy and heavy. The **Foam in the sun organic sunscreen** is the perfect alternative, unlike thick, heavy lotions, our lightweight foam goes on smoothly and absorbs quickly, leaving no greasy residue behind and ensures even sun protection. The soft, foam texture makes it easy and enjoyable for kids to apply – it's a sensory experience they'll actually look forward to!

[View formulation](#)



DeWolf updates:

- DeWolf wins **Allē Award** for **Foam in the sun**.
- Our very own account manager, Kendra Cutcher, was a panelist at a Women in High Tech/ACS/SCC meeting in Indianapolis in February.
- Tracey Mefford, account manager, welcomed her 6th grandson, Roman Dean Mefford.
- DeWolf hired a new account manager, Maura Wilson in the NE.
- DeWolf held an internal lab & technical training day in their Princeton, NJ lab.

