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Fall 2024

# Beauty fusion: Spotlight on multifunctional products

## Less is more: How do multifunctionals help

With growing concerns about both finances and environmental impact, we continue to see the importance of multifunctional products in the marketplace. These products not only save time for busy consumers but also provide added value for manufacturers. By offering universal formulas, companies can reduce production costs compared to maintaining a wide range of specialized product lines.

### Consumers are drawn to multifunctional beauty

41%

of UK hand/body/foot care product users are interested in seeing more multifunctional products for use on multiple body parts

Source: Mintel, US: 1,699 internet users aged 16+ who tend to use hand/body/foot care products

31%

of Chinese consumers prefer multifunctional beauty and personal care products over single-function ones

Source: Mintel 1,200 internet users aged 18-59



#### Top 3 product categories

1. Hair care
2. Colour Cosmetics
3. Cleansing

Source: Mintel GNPD

18%

of US adults who use skincare products at home agree that multifunctional benefits are an indicator of a good-value skincare product

Source: Mintel 1,651 internet users aged 18+ who use skincare products at home

### Added value for retailers



Interest in multifunctional skincare products is high, with 84% of US personal care users saying they are interested in or willing to pay more for products that have multiple uses.

Source: Mintel GNPD

### Believable benefits



In 2022, 14% of bodycare launches featured multifunctional attributes, largely similar to that seen in previous years. NPD can expand to better meet interest in this area but claims and benefits should be believable and perceivable for consumers.

Source: Mintel GNPD

**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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## What are the benefits?

We see the advantages of the multifunctional trend not only from the perspective of end consumers but also from yours, as formulators and manufacturers. We categorize the benefits of multifunctional products into three key areas: cost savings, time efficiency, and environmental impact.

### Cost-savings

Brands can attract consumers by highlighting the cost-saving advantages of multi-use products. By comparing the expense of a multifunctional item with the cumulative cost of purchasing several individual products, consumers can better appreciate the value.

### Time-saving

Time- and effort-saving multifunctional products align perfectly with the shift toward simpler routines, allowing time-strapped consumers to enjoy the benefits of multiple products in one. To address concerns about the effectiveness of multiuse formulas, brands can add ingredients such as [actives](#) that enhance the performance of these all-in-one solutions, ensuring they deliver results comparable to a multi-step routine.

Active ingredients

### Environment-saving

Multifunctional personal care products offer a smart solution for today's eco-conscious consumers, addressing concerns about waste and [overconsumption](#). Traditionally driven by materialistic ideals, many shoppers are now realizing the impact of excess buying on their wallets, well-being, and the environment. Consumers are turning to brands to reduce waste and simplify routines. By offering multifunctional products, you can help cut down on packaging and product turnover.

Overconsumption

Blog: High Waste is of High Concern to Consumers





## Multifunctional chemistries, ingredients, & solutions

### Customization & Blends

Enhance your formulations with our holistically balanced extracts, designed to enrich your product's natural profile and support appealing marketing claims. Our extensive portfolio allows you to pick and choose creating a custom blend to simplify your formulation and reduce the steps in your procedure.

Bio-Botanica

### Zinc Oxide dispersions

These offer numerous advantages for your sun care formulations by streamlining the processing requirements, helping you save time, energy, labor, and costs.

Z-Cote® line from BASF

### Cold process emulsifiers

These reduce energy use and production time while preserving the potency of heat-sensitive ingredients. Our solutions provide smoother, more stable emulsions that align with eco-friendly practices and elevate the sensory appeal of your personal care products.

Cold process

### Multifunctionals in hair

Creating a hair care product that calls for conditioning and styling? Thickening and styling? Simplify your formulation and production process with ingredients that provide dual-benefits.

Luviquat Supreme AT 1

Luvigel FIT UP

### Actives – efficacious and cost-effective

Dive into our offerings that are both efficacious and cost-effective. They will enhance your formula's claims and benefits without breaking the bank!

Learn more

View our multifunctional product portfolio

Product recommendations

## Elevate your beauty game with multifunctional formulations

Our chemists have worked diligently to develop exceptional formulations that cater to consumer trends and needs, including multifunctionality. Discover the innovative formulations created by our lab:

### Dewy blush balm

- Buildable color for lip, cheek, and shadow
- Strengthens skin barrier



Dewy blush balm

### Sun protection dry shampoo

- Boosts UV protection for scalp & face
- Excellent oil absorption



Sun protection dry shampoo

### Supergreens soothing skin slushy

- Addresses sunburn discomfort
- Soothes and reduces puffy under-eyes



Supergreens soothing skin slushy

### Shimmering sunscreen stick

- Provides sun protection
- Moisturization
- Slight bronzing effect



Shimmering sunscreen stick

### Blur blot on the spot stick

- Creates blurred finish
- Use under makeup to diminish appearance of fine lines and large pores
- Use over makeup to blot on the go



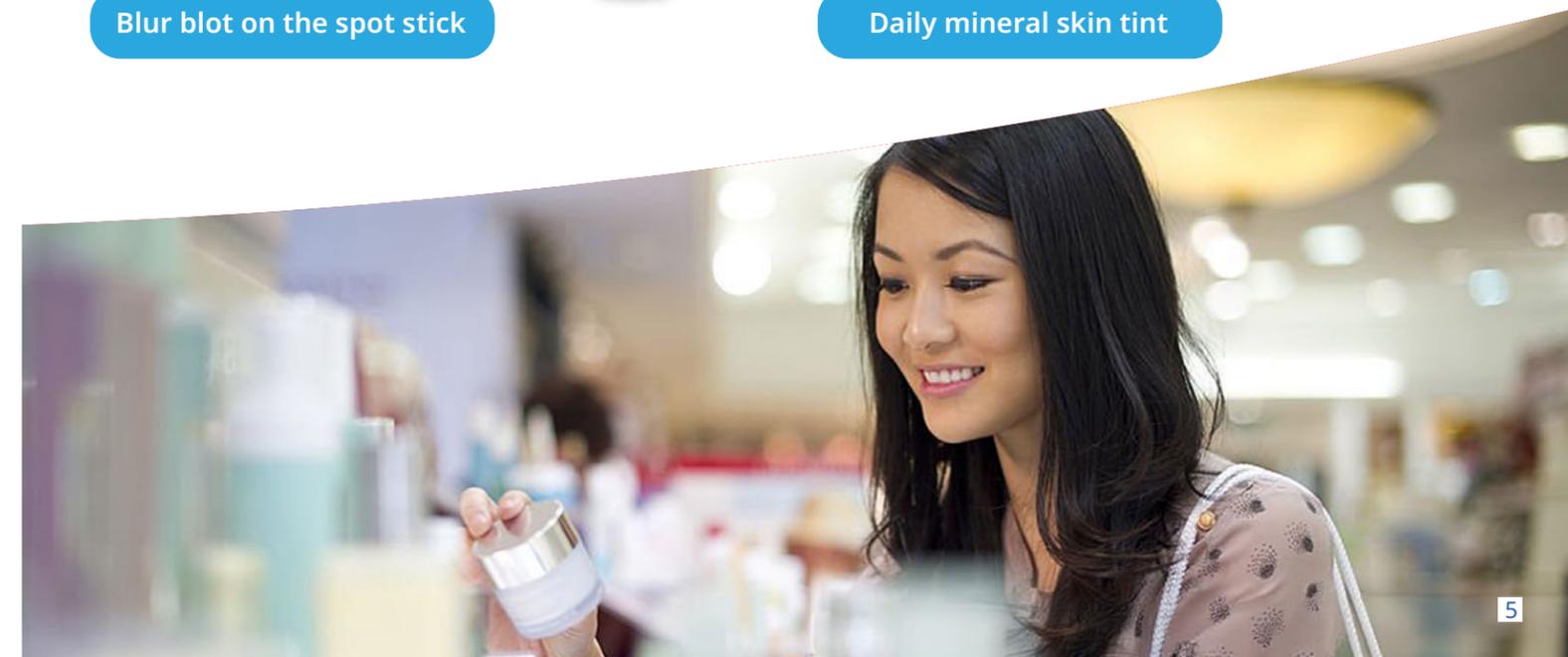
Blur blot on the spot stick

### Daily mineral skin tint

- Use as stand alone sunscreen
- Use as primer of foundation



Daily mineral skin tint



# Formulations

## Ginger+Olive's day away cleansing oil

#RORT24020

A non-irritating formula designed to effectively remove oil-based cosmetic products, including makeup and sunscreens.

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	<a href="#">Myritol® 312</a>	Caprylic/Capric Triglyceride	q.s.	BASF
B	<a href="#">Surfinesse™ Cleanse</a>	Polyglyceryl-4 Olivatate, Ethyl Olivatate	15.00	HallStar
	<a href="#">Lamesoft® PO 65</a>	Coco-Glucoside, Glyceryl Oleate	7.00	BASF
C	<a href="#">Floramac® 10</a>	Ethyl Macadamiate	10.00	Cargill Beauty
	<a href="#">Myritol® 331 N</a>	Coco glycerides	20.00	BASF
		Squalane	10.00	-
	<a href="#">Refine Ginger (S-CCT)</a>	Zingiber Officinale (Ginger) Leaf Cell Extract, Caprylic/Capric Triglyceride	0.50	Naolys
	<a href="#">TroyCare™ PE91</a>	Phenoxyethanol, Ethylhexylglycerin	0.30	Arxada
	Fragrance/Parfum	Fragrance/Parfum	0.40	-
	<a href="#">Covi-ox® T 70C</a>	Tocopherol	0.30	Kensing

### PROCEDURE

1. Add Myritol® 312 to a clean, dry beaker and start to mix at moderate speed.
2. In a side-phase, pre-mix Phase B together until it becomes homogeneous. Slowly add Phase B to Phase A while mixing well.
3. Add Phase C ingredients one by one, mixing well after each addition.
4. Allow batch to mix well until it becomes clear and uniform.

### SPECIFICATIONS

pH @ 25°C: n/a  
 Viscosity @ 25°C: n/a  
 Appearance: Yellow, clear oil

### FEATURES AND BENEFITS

- Non-irritating
- Cleanses oil-based products

### HOW TO USE

Work into dry skin at the end of the day to dissolve makeup and sunscreen, then rinse off with lukewarm water. Based on individual skin types, follow with your regular cleanser for a dual cleansing routine.

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## Seaing red cheek & lip stain

#RORT24023

Get ready for a burst of all-day color with a refreshing touch! This long-lasting blush and lip stain has a fun, bouncy texture that feels hydrating, smooth, and cool to the touch upon application. The sheer, buildable formula lets you control the intensity – from a soft tint to a bold, vibrant pop. It stays in place for a flawless look that lasts all day – no touch-ups needed!

Phase	Trade Name	INCI Name	Wt, %	Supplier
A	DI Water	Water/Aqua	q.s.	-
	<a href="#">Neutrol® MGDA</a>	Trisodium Dicarboxymethyl Alaninate	0.20	BASF
B	Glycerin, 99.7% USP	Glycerin	6.00	-
	<a href="#">Satiagel™ VPC 508</a>	Carrageenan/Chondrus Crispus Extract	0.66	Cargill Beauty
	<a href="#">Satiagel™ VPC 614</a>	Carrageenan/Chondrus Crispus Extract	1.54	Cargill Beauty
C	Sodium Chloride, 25% solution	Water/Aqua, Sodium Chloride	2.00	-
	<a href="#">SunCROMA® D&amp;C Red 28 C14-A238</a>	Red 28	0.10	Sun Chemical
	<a href="#">Advanced Moisture Complex NP</a>	Glycerin, Water, Sodium PCA, Urea, Trehalose, Hexylene Glycol, Polyquaternium-51, Triacetin, Caprylyl Glycol, Sodium Hyaluronate	3.00	BASF
	Sodium Benzoate, Potassium Sorbate, Water/Aqua	Sodium Benzoate, Potassium Sorbate, Water/Aqua	1.00	-

### PROCEDURE

1. Add Phase A ingredients into a clean beaker and start to form a vortex with defloculator. Allow all solids to fully dissolve, and then heat batch to 75°C.
2. In a side-phase, pre-mix Phase B together into a slurry.
3. Once Phase A reaches 75°C, slowly add Phase B and allow it to fully hydrate for at least 20 minutes while maintaining temperature at 75°C.
4. Once fully hydrated, add sodium chloride solution and allow to mix well.
5. Add the remaining Phase C ingredients one by one, mixing well after each addition.
6. Once homogeneous, pour batch into molds and allow it to solidify at room temperature.

### SPECIFICATIONS

pH @ 25°C: n/a  
 Viscosity @ 25°C: n/a  
 Appearance: Red, translucent solid gel

### FEATURES AND BENEFITS

- Long-lasting
- Sheer and buildable
- Unique texture

**HOW TO USE** Gently glide or dab the product onto clean, dry skin to build your perfect shade.

## Ask Amanda

I have really enjoyed formulating with Glucomannan as a multifunctional product in my formulas. It can be used to create elegant and stable gel textures for serums/emulsions while aiding in providing an instant cooling sensation to the skin for a soothing effect.

### Product Recommendations



Discover  
unique you

