

SILICA IN PERSONAL CARE REDUCES PACKAGING WASTE

AEROSIL® 

SIPERNAT® 

SPHERILEX® 



120 billion units of packaging are produced globally every year by the cosmetics industry. AEROSIL®, SIPERNAT® and SPHERILEX® help to reduce waste.

Rising demand for sustainable cosmetics

Zero waste and waterless beauty are two major trends in the personal care industry. The sustainability of cosmetics is shifting into focus. Eco-conscious consumers are increasingly turning to solid shampoos, soaps, deodorants and toothpaste instead of gels and liquids to avoid plastic waste.

Silica for solid forms and sensory properties

Evonik's silica provide manufacturers of personal care products with a toolkit of multifunctional additives to create waterless products with various sensory effects. Silica can regulate the moisture content so that the products are as smooth or firm as desired. As a highly absorbent carrier, for example, they transform liquids into powders, ensuring homogeneous mixing of all ingredients. Additionally, special silica can be added to achieve great foaming properties, peeling effects, velvety skin feel or more volume for the hair.

Waterless cosmetics require less packaging material. Moreover, they are usually more concentrated and therefore last longer: One 100 gr bar of solid shampoo is equivalent to up to three 250 ml plastic bottles.

5 good reasons for waterless personal care

- Eco-friendly packaging
- Less packaging waste
- Longer shelf life
- Less weight and volume reduce shipping weight and space
- Smaller overall carbon footprint

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