KOSTER KEUNEN

# THE DEVELOPMENT OF SKINCARE



## MARKET INSIGHTS & TREND-DRIVEN FORMULAS FOR THE FUTURE



## The future of skincare is not reactive; just like skin, it is resilient.

As consumers move away from overcomplicated routines and algorithm-driven claims, formulation is returning to its physical foundation: structure, barrier integrity, and sensory intelligence.

Resilient skin begins with intelligent formulation architecture.

Koster Keunen's expertise in wax engineering, lipid structuring, and multifunctional material design supports the development of high-performance systems that deliver:

- Long-term moisturization
- Barrier reinforcement
- Climate-stable formats
- Sensory refinement



*"No matter if the system is an emulsion, balm or stick, material science becomes the silent force behind elevated skincare performance."*

## Market Evolution: From Correction to Resilience

The skincare market is shifting from aggressive correction toward long-term resilience. Consumers are increasingly aware of inflammation, environmental stress, over-exfoliation, and barrier compromise. Rather than pursuing rapid transformation, they are seeking recovery-focused systems that reinforce the skin's structural integrity over time. This shift places renewed emphasis on skin lipid support, balance, and sustained moisturization without over processing the skin.

Barrier-supportive systems such as anhydrous recovery balms and structured emulsions are gaining relevance because they deliver measurable comfort, skin barrier support and lasting hydration. Multifunctional materials that create breathable films, reinforce the lipid matrix, and maintain elegant sensory profiles are now included into all future formulations going to market.



## Texture as Performance

Sensory expectations have elevated significantly. Today's consumer equates texture with efficacy. A formula's melt profile, cushion, slip, and absorption speed are interpreted as proof of performance. Rich no longer means greasy; protective no longer means heavy. The demand is for controlled payoff, refined glide, and non-whitening protection—even in traditionally dense formats such as sticks and balms.

Wax technologies, solid esters and modern plasticizers are enabling this new generation of textures. By fine-tuning crystallinity, melt curves, and film formation, formulators can design anhydrous sticks that glide effortlessly, emulsions that feel substantial yet absorb cleanly, and serum systems that layer seamlessly within routines. Sensory engineering has become inseparable from functional delivery.



## Craftsmanship in Formulation

Amid rapid technological advancement, there is a renewed appreciation for formulation craftsmanship. Rather than chasing algorithm-driven novelty, brands are investing in material intelligence—understanding how ingredients work together to create durable performance and refined aesthetics.

In this environment, engineered lipid systems and wax-based architectures are not background components; they are the foundation of resilient, elegant skincare. Regardless of the system format, material science is shaping the next generation of barrier-centric beauty.

## Recovery Balm

Recovery Balm is a pharma-inspired, anhydrous barrier system designed to reinforce compromised skin with lasting hydration. Formulated without petrochemicals and avoiding BHT and PAHs, it delivers elegant occlusion through engineered wax architecture rather than heavy mineral films. Creamy yet structured, this high-performance balm soothes dry, cracked, and rough skin while maintaining refined glide and long-wear comfort.

## Recovery Cream

Recovery Cream is a fragrance-free, sensitive-skin-friendly emulsion designed to deliver rich hydration without heaviness. It offers barrier-support with a non-greasy, elegant finish. Built with Kester K-45 for long-term moisturization and film support, this chassis allows formulators to incorporate additional barrier actives while maintaining sensory refinement.

## Skin Elixir Serum

This lightweight oil-in-water serum is designed as a versatile daily layer for long-term skin health. Its adaptable base allows for customized actives, supporting hydration, barrier resilience, and overall skin vitality without overpowering the routine.

## Cover Me in Sunshine SPF Stick

This SPF Stick delivers broad-spectrum sun protection with a silky, comfortable finish. Built on an organic UV filter base, it glides effortlessly over skin, leaving a smooth, comfortable feel. Its structured formula balances wearability with hydration, making sun care a seamless, elegant step in any routine.

## Active Hydration Lotion

This all-natural, oil-in-water lotion provides daily hydration with Kester K-45 and bayberry wax, leaving skin supple and nourished without heaviness. Its silky, quick-absorbing texture ensures a smooth, non-greasy after feel, making it perfect for everyday use across all skin types.

## Melting Magic Hydration Bar

This silky, quick-absorbing bar nourishes and restores skin with K-45 while maintaining a natural, vegan profile. Its flexible format allows a multitude of package types including propel/repel, pots, or bars.

## Skin First Deodorant Stick

This high-performance natural deodorant supports skin health through moisturization and barrier reinforcement, without compromising on function. Structured with Sunflower Wax and Kester Wax K-62 for smooth glide, solid hold, and all-day comfort, the formula supports high powder loading and excellent pay-off. This clean-beauty-approved chassis offers a natural alternative without sacrificing performance.



# Recovery Balm Formula: # 12/25-10089/10098-7

## FEATURES

- Creates a barrier on the skin for lasting hydration
- Soothes and prevents dry, cracked skin
- Softens rough skin

Skin Care
Anhydrous
Traditional Ingredients

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| **Synkos O-1070** | **Synthetic Wax** | **3.0** |
| **Synkos M-1063** | **Synthetic Wax** | **4.0** |
| **Kester K-45** | **Jojoba Esters** | **10.0** |
| **Kester Wax K-70P** | **C18-38 Alkyl Hydroxystearoyl Stearate** | **5.0** |
| Fancol LA Superfine-P | Lanolin Alcohol | 6.0 |
| Almond Oil | Prunus Amygdalus Dulcis (Sweet Almond) Oil | 36.2 |
| Jojoba Oil | Simmondsia Chinensis (Jojoba) Seed Oil | 34.5 |
| DL-Panthenol | Panthenol | 0.6 |
| Lipo Bisabolol | Bisabolol | 0.1 |
| Glycerin | Glycerin | 0.6 |

## PROCEDURE

- Combine all ingredients
- Melt at 80-85 °C and mix until uniform
- Continuing to mix while cooling to around 70°C
- Pour into containers

# Recovery Cream Formula: 12/25-109/10098-1

## FEATURES

- Rich, non-greasy cream
- Moisturizing, delivers relief to dry skin
- Supports barrier repair

Skin Care
Anhydrous
Traditional Ingredients

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| Deionized Water | Aqua | 70.75 |
| 980 Carbomer | Carbomer | 0.1 |
| Tealan 99 | Triethanolamine | 0.15 |
| Optiphen | Phenoxyethanol, Caprylyl Glycol | 1.0 |
| Glycerin | Glycerin | 4.0 |
| Phase B | | |
| **NF Emulsifying Wax** | **Cetearyl Alcohol, Polysorbate 60** | **5.0** |
| **Kester Wax K-56** | **Cetyl Stearate** | **3.0** |
| **Kester K-45** | **Jojoba Esters** | **3.0** |
| Jeechem OP | Ethylhexyl Palmitate | 8.0 |
| Sweet Almond Oil | Prunus Amygdalus Dulcis (Sweet Almond) Oil | 5.0 |

## PROCEDURE

- Under medium agitation, combine Phase A ingredients one at a time while heating to 80–85 °C., except for last two materials
- Premix glycerin and xanthan and add to batch
- Combine Phase B ingredients and melt at 80-85°C
- Add to Phase B to A while mixing
- When emulsion is smooth, begin cooling
- Cool while mixing to 45 °C or less

# Skin Elixir Serum Formula: 1/26-577/10098/358-5

## FEATURES

- Pumpable, light serum for everyday use
- Light, quick absorbing product to deliver any actives you choose
- Flexible chassis, easily customizable

Skin Care
Anhydrous
Traditional Ingredients
Vegan

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| Deionized Water | Aqua | 78.3 |
| Glycerin | Glycerin | 6.0 |
| Pemulen TR-2 | Acrylates/C10-30 Alkyl Acrylate Crosspolymer | 0.1 |
| Amp-95 | Aminomethyl Propanol | 0.1 |
| Ecofarm Bilberry Leaf-G | Vaccinium Myrtillus Leaf Extract | 1.0 |
| Phase B | | |
| **Kostol NatureMuls** | **Candelilla/Jojoba/Rice Bran/Polyglyceryl-3 Esters, Glyceryl Stearate, Cetearyl Alcohol, Sodium Stearoyl Lactylate** | **3.5** |
| **Kester K-45** | **Jojoba Esters** | **1.0** |
| **Kester Wax K-24** | **Lauryl Laurate** | **1.0** |
| Phase C | | |
| Lincoserve WpH-LO | Pentylene Glycol, Propanediol, Caprylyl Glycol, Ethylhexylglycerin | 1.0 |
| Niacinamide PC | Niacinamide | 2.0 |
| SonneNatural Fluidity 40P | C15-19 Alkane | 6.0 |

## PROCEDURE

- Combine Phase A ingredients and heat to 80 – 85 °C
- Combine Phase B ingredients and heat to 80 – 85 °C
- Once both Phases are at temperature, add Phase B to Phase A and increase mixing speed
- When the emulsion is smooth, begin cooling with slower mixing to 50 °C or under
- Add Phase C, continuing to mix well. Continue to cool while mixing to desired pour temperature

# Cover Me in Sunshine (SPF Stick) Formula: # 2/26-258/421/358-1

## FEATURES

- Anhydrous sunscreen stick formulation
- Easy, glide on application with skin soothing ingredients
- Flexible chassis

Skin Care
Anhydrous
Traditional Ingredients
Sunscreen

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| **Sunflower Wax** | **Helianthus Annuus (Sunflower) Seed Wax** | **18.0** |
| **Beeswax** | **Beeswax** | **8.0** |
| **Kester Wax K-24** | **Lauryl Laurate** | **8.0** |
| **Kester K-45** | **Jojoba Esters** | **1.0** |
| Parsol HMS | Homosalate | 10.0 |
| Parsol 340 | Octocrylene | 10.0 |
| Parsol 1789 | Butyl Methoxydibenzoylmethane | 3.0 |
| Parsol EHS | Ethylhexyl Salicylate | 5.0 |
| Jeechem TN | C12-15 Alkyl Benzoate | 10.0 |
| Jeechem CTG | Caprylic/Capric Triglyceride | 10.0 |
| Solvience DDC | Dicaprylyl Carbonate | 16.5 |
| Vitamin E Acetate | Vitamin E Acetate | 0.5 |

## PROCEDURE

- Combine all ingredients
- Melt at 80-85 °C and mix until uniform, using shear if necessary
- Pour into molds around 85 °C
- Allow to cool to room temperature

# Active Hydration Lotion Formula: # 1/26-414/188/10098-6

## FEATURES

- Pumpable, moisturizing everyday lotion
- Stays put with a non- greasy feel
- All-natural formula

Skin Care
Emulsion
Natural/Clean
Vegan

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| Deionized Water | Aqua | 70.0 |
| Glycerin | Glycerin | 4.0 |
| Siligel | Xanthan Gum (and) Lecithin (and) Sclerotium Gum (and) Pullulan | 0.4 |
| Lincoserve WpH-LO | Pentylene Glycol (and) Caprylyl Glycol (and) Propanediol (and) Ethylhexylglycerin | 1.0 |
| Phase B | | |
| **Kostol Natural E** | **Behenyl Alcohol, Polyglyceryl-3 Stearate** | **4.5** |
| **Bayberry Wax** | **Myrica Cerifera (Bayberry) Wax** | **3.0** |
| **Kester Wax K-48** | **Cetyl Palmitate** | **3.0** |
| **Kester K-45** | **Jojoba Esters** | **4.0** |
| Lecinol S-10 | Hydrogenated Lecithin | 0.1 |
| Jeechem CTG | Caprylic/Capric Triglyceride | 5.0 |
| Cetiol CC | Dicaprylyl Carbonate | 5.0 |

## PROCEDURE

- Combine Phase A ingredients and heat to 80 – 85 °C
- Combine Phase B ingredients and heat to 80 – 85 °C
- Once both Phases are at temperature, add Phase B to Phase A and increase mixing speed
- When the emulsion is smooth, begin cooling with slower mixing to 50 °C or under
- Pour into desired containers

# Melting Magic Hydration Bar Formula: # 1/26-10098/258/484- 2

## FEATURES

- Quickly treat dry skin anywhere on your body.
- All-in-one balm, suitable for twist-up sticks, push-up sticks, pots and molds
- 100% Natural and vegan formula

Skin Care
Anhydrous
Natural/Clean

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| **Kester K-45** | **Jojoba Esters** | **5.0** |
| **Sunflower Wax** | **Helianthus Annuus (Sunflower) Seed Wax** | **17.0** |
| **Kester Wax K-60P** | **Polyhydroxystearic Acid** | **15.0** |
| **Kester Wax K-24** | **Lauryl Laurate** | **8.0** |
| Extra Virgin Coconut Oil | Cocos Nucifera (Coconut) Oil | 30.0 |
| Jojoba Oil | Simmondsia Chinensis (Jojoba) Seed Oil | 13.0 |
| Rice Bran Oil | Oryza Sativa (Rice Bran) Oil | 9.0 |
| Soft Calcium Powder ST147010 | Calcium Carbonate (and) Mica (and) Lauroyl Lysine | 2.0 |
| Vitamin E Acetate | Tocopheryl Acetate | 1.0 |

## PROCEDURE

- Combine all ingredients
- Melt at 80-85 °C and mix until uniform
- Pour into containers at about 80 °C and cool

# Skin First Deodorant Formula: # 12/25-258/10092-4

## FEATURES

- Vegan& Natural Formula
- Formula Supports High Powder Loading
- Excellent Pay-Off

Skin Care
Anhydrous
Clean/ Natural
Vegan

| Ingredient Trade Name | INCI Name | % |
|---|---|---|
| Phase A | | |
| **Sunflower Wax** | **Helianthus Annuus (Sunflower) Seed Wax** | **10.0** |
| **Kester Wax K-70P** | **C18-38 Alkyl Hydroxystearoyl Stearate** | **3.0** |
| **Kester K-45** | **Jojoba Esters** | **3.0** |
| **Kester Wax K-62** | **Stearyl Behenate** | **4.0** |
| Extra Virgin Coconut Oil | Cocos Nucifera (Coconut) Oil | 18.0 |
| Jeechem CTG | Caprylyc/Capric Triglyceride | 24.0 |
| Magnesium Hydroxide | Magnesium Hydroxide | 15.0 |
| Tapioca Natural | Tapioca Starch | 12.0 |
| SMA Arrowroot Powder | Maranta Arundinacea Root Powder | 10.0 |
| Cedarwood Oil | Organic Cedarwood Atlas Oil | 0.5 |
| Fragrance “Rose” | Parfum | 0.5 |

## PROCEDURE

- Combine all ingredients
- Melt at 80-85 °C and mix until uniform
- Pour into containers at approximately 80 °C and cool


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