

Innovating Vegan Solutions for Personal Care Formulators Using Beeswax

Bringing sustainable alternatives to the forefront across markets and applications

CHALLENGE

Beeswax has long been used in beauty and personal care products from face creams, body lotions, and sunscreens to cosmetics such as lipstick, eye shadow, and mascara. This ingredient is valued for its natural origin and ability to provide emulsion, moisture, texture, and other attractive attributes. But a combination of market trends – from the broadening appeal of the vegan ethos to cost and purity fluctuations inherent in beeswax – has companies and brands seeking alternatives that are seen as safer and healthier for the bees, consumers, and the environment.

With beeswax no longer the first choice for a growing number of industrial markets, formulators needed a viable vegan wax solution, one that could stand up to sustainability claims without sacrificing efficacy or versatility. To address the need, a leading wax supplier was bringing to market a carefully curated blend of three plant-based waxes – sunflower seed wax, rice bran wax, and sumac wax – but needed assistance in the lab with performance testing and analysis to confirm essential attributes for personal care formulators.

SOLUTION

At the heart of the technical challenge were the nuanced attributes of different plant waxes, making blending and testing time consuming and daunting for many formulators. Our beauty and personal care industry experts and chemists went to work at our Essen Solution Center analyzing and testing blend characteristics such as melting point, congeal point, acid values and ratios, and more, producing extensive data to support and confirm performance attributes important to formulators.

The results showed this 100% natural alternative, chosen for its all-around performance and versatility not only with emulsions but also water-free formulations, can replace beeswax across beauty and personal care applications, with proven performance in pH, viscosity, sensory, stability, crystallization, and other physical attributes. Beyond performance and processing quality, the material delivers on sustainability claims because the blend is made from naturally sustainable and renewable sources, thanks to upcycled processes of the plant-based waxes. The ingredient is ECOCERT and COSMOS certified, palm and GMO free, biodegradable, and meets halal and kosher claims, allowing adjustments based on customer drivers and needs.

RESULT

Backed by performance testing and data provided by our scientists and industry experts, Natural Vegan Beeswax Substitute (PHC9677) can deliver on vegan, natural, clean, cruelty-free, and additional



sustainability claims without sacrificing product quality in wide-ranging beauty and personal care applications. Easy to use and economically viable, this all-natural wax blend offers excellent skin conditioning, structure, and firmness, as well as uniform and stable pigment distribution, making it a versatile choice across commercial beauty and personal care applications.

At a Glance

Recorded Benefits

- Vegan, halal, and kosher beeswax alternative suitable across beauty and related markets
- Leaping bunny certificate
- China regulation approved
- Palm free, GMO free, and biodegradable, with 100% renewable feedstocks
- Accelerates time to market for new or improved products

Challenge

Provide performance testing and data to confirm key efficacy, processing, and sustainability attributes of a proposed vegan wax blend.

Solution

Natural Vegan Beeswax Substitute (PHC9677) is an effective vegan, cruelty-free, and environmentally friendly option across for beauty and personal care applications.

Result

Identified an effective hero ingredient and alternative option to beeswax for eco-friendlier beauty and personal care products that can meet the vegan and sustainability claims consumers seek.

Want to explore the possibilities of this premium, natural vegan beeswax substitute? Connect with us to watch a lab demo featuring our dedicated formulation experts in the Univar Solutions Essen Solution Center and learn more about this technical solution.
> [View on demand](#)