

Replacing Beeswax in Personal Care

Beeswax

Beeswax is biosynthesized by the European honey bee (*Apis Mellifera*). Similar to other natural waxes, beeswax is an intricate mixture of organic compounds. What makes it unique is the highly complex combination of free fatty acids, polyesters and minor components.

In personal care, beeswax is used for oil gelling capabilities, structuring, thickening, film forming and can aid in emulsification. It is an excellent choice for lip balms, lipsticks and other anhydrous systems. It is widely used in emulsions, creams, butters, body sticks and sunscreens. It is also found in emulsions and anhydrous systems like mascaras and hair products.

Replacing Beeswax

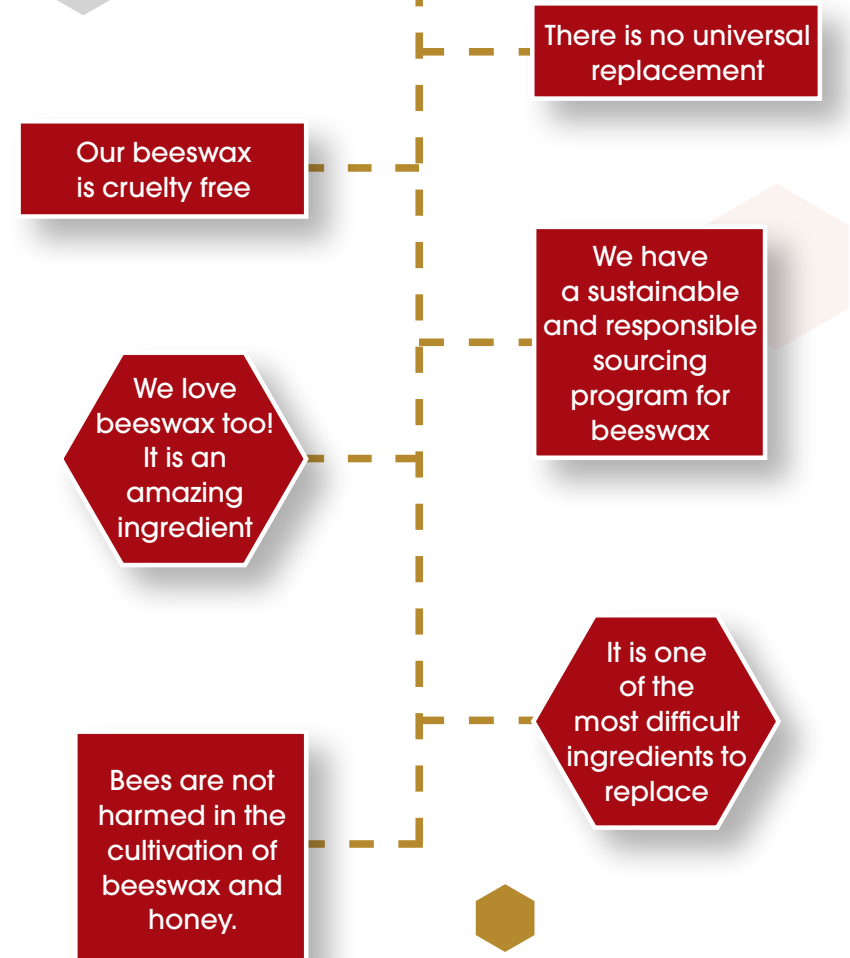
Koster Keunen was founded on beeswax; and the understanding and study of the mechanisms of beeswax. We have extensively studied the chemistry to better understand its function in all types of formulation.

Koster Keunen scientists have determined there are three main factors influencing the successful replacement of beeswax in formulation. These factors are: functionality, type of system, and (in some cases) percentage of use. Other factors formulators must consider include the acceptability of alternate chemistries, and whether the replacement needs to be natural or naturally derived.



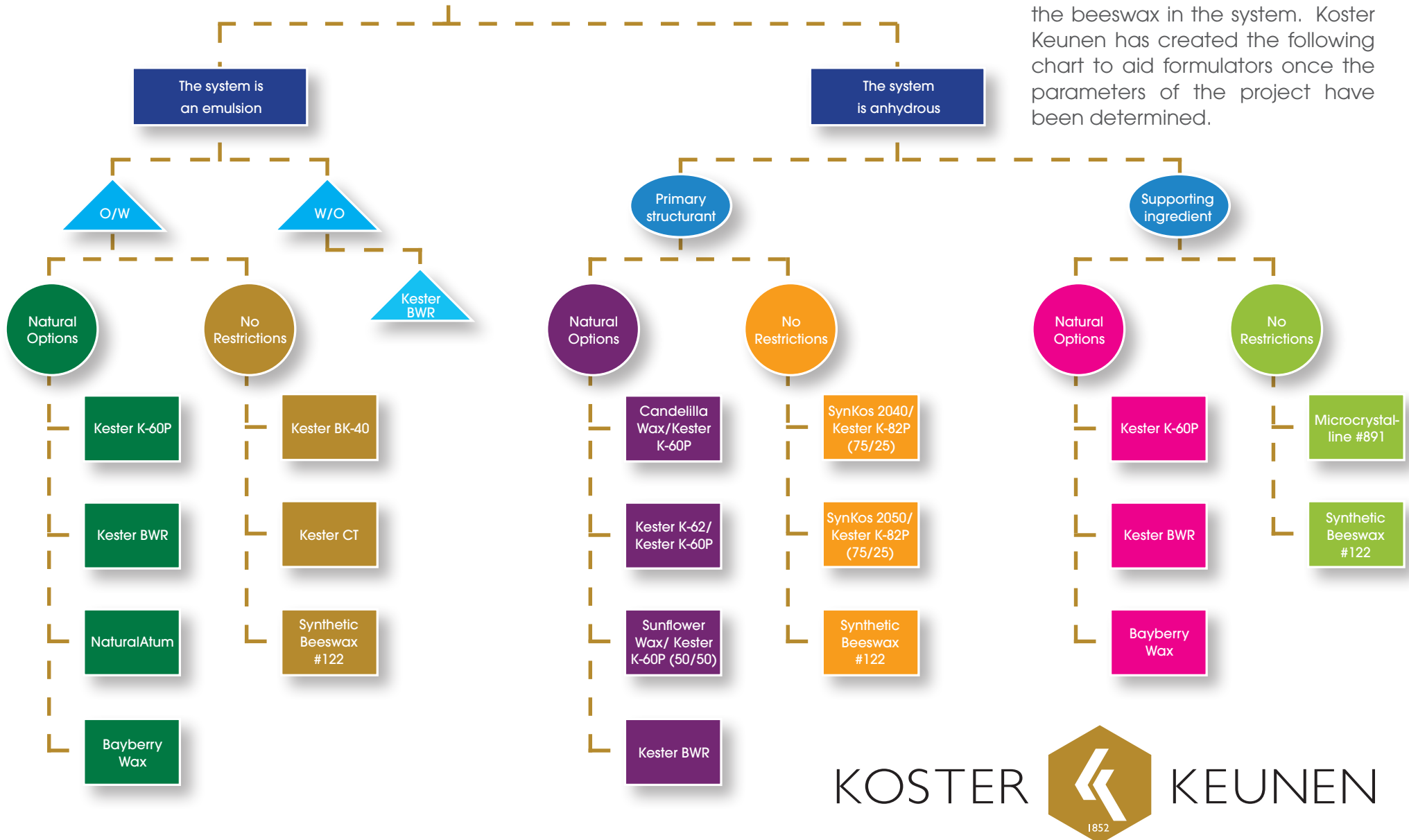
I LOVE BEESWAX

Reasons to keep using beeswax:



INNOVATION IS OUR TRADITION

I am thinking of replacing beeswax WHERE DO I START?



Replacing Beeswax on the Bench

To start the replacement, evaluate the type of system, percentage of beeswax, and overall function of the beeswax in the system. Koster Keunen has created the following chart to aid formulators once the parameters of the project have been determined.