



## Formulating luxury textures

### SOMETIMES IT'S THE SCENT

that tips you off. A slight whiff of rose extract or a hint of delicate lavender that floods the senses. Other times it's the architectural curve of the bottle, paired with an embellished lid that hints at the fact that it might be something special. But the real signature of a luxurious face cream is the first sensation you feel as you dip your finger into the fresh concoction and it melts into your skin like butter.

"Texture is extremely important as it reflects the nature of what the end use of the product does," says Shelley Rozenwald. "Instant gratification is important. The consumer relates the texture of a cream to fine Egyptian cotton, or luxurious silk, or cozy cashmere. It must appeal to a variety of senses."

In the 1960's and 1970's creams were very rich and emollient and left a thick protective barrier on the skin leading people to believe that the products worked because you could always feel them on the skin, explains Rozenwald. But rich cold creams are a thing of the past. "Today, with the amazing technology available to brands, they are able to produce products that can absorb to the highest degree, delivering optimum results, while leaving the skin natural looking," she says.

What may surprise you is that achieving that luxurious texture is more challenging in many cases than formulating the active ingredients. "Texture is the hardest part of any formula," says a L'Oreal chemist based in Paris. "It takes chemists longer and more ingredients to get the perfect feel that is smooth, silky but not greasy. It's a challenge."



"This is a harder question than you would ever imagine," agrees Burt's Bees' Celeste Lutrario who heads up Research and Development. "There are hundreds of ingredients that chemists use to create great textures. They often use a combination of light weight esters, emollients, isopropyl myristate, powders (nylons, aluminum starch, silicas and carbomers), and silicones (dimethicone and cyclopentasiloxane.)" Quite often, there will be more ingredients used to create texture than for the active ingredients.

The ingredients selected for product efficacy and delivery are not related to the ultimate texture of the product, explains Tony Vargas, the vice president of New Technology & Formulation at Elizabeth Arden. "When we create new products, we consider what the end result will be – whether it is to target anti-aging concerns such as wrinkles, or skin tone issues such as freckles or dark spots," says Vargas. "Then, we choose the most effective active ingredients, what the final texture or feel will be, as well as the best way to deliver it to the skin." Consumers want results, but they won't use a product if it doesn't feel good on the skin. ©