



# Celus-Bi<sup>®</sup> Feel

## The new frontier of texturizers

High-Tech texturizers

Readily Biodegradable

Zero impact on environment  
& Biodiversity

Ethical alternative to  
microplastic powder

Soft focus effect

Sebum control

Binding properties

Sensorial modifiers

Fragrances & actives delivery

# Celus-Bi® Feel Formulation tips

INCI (worldwide):

Zea mays starch, Polyvinyl alcohol, Glycerin

## ✔ Celus-Bi® Feel: specific benefits for Sustainable Personal Care formulas



### COLOR COSMETICS

Soft & creamy touch  
Binding properties  
Oil absorption  
Matte effect  
Fragrance encapsulation



### SKIN CARE

Soft-focus effect  
Sebum control  
Invisible veil for uniform skin  
Actives delivery



### SUN CARE

UV filters compatibility  
Reduction of oil exudation  
Dry touch



### HAIR CARE

Sebum absorption  
Silky feel



### TOILETRIES

Soft after feel  
Pleasant touch

## ✔ Celus-Bi® Feel: formulation process

### EMULSIONS

(creams/milks, conditioners):

MODE 1: Celus-Bi® Feel can be incorporated at the end of the process below 50°C, homogenize and stir until cool. *Use this method when the % of powder is between 1-2%.*

MODE 2: Celus-Bi® Feel can also be pre-dispersed in the water phase or in the oily phase, thanks to its versatility, before preparing the emulsion. *Use this method when the % of powder is between 3-5%.*

**Mascaras:** add Celus-Bi® Feel directly in the water phase or in the oily phase before preparing the product.

### TOILETRIES

(creamy shampoo, opaque body washes and facial/body cleansing creams):

Add Celus-Bi® Feel directly in the water phase or in the oily phase before preparing the finished product.

### ANHYDROUS PRODUCTS

(lipsticks, lip gloss):

Disperse Celus-Bi® Feel directly in the oily phase.

### COMPACT POWDERS

(eyeshadows, blushes):

Add Celus-Bi® Feel to the bulk and proceed to compact the powders.

**Usage levels vary from 1% to 70% depending on application and can be adjusted based on customer formulation.**

Typical dosage:

- |                  |                 |                           |
|------------------|-----------------|---------------------------|
| • 1-5%           | • 1-10%         | • 1-70%                   |
| creams & lotions | anhydrous bases | powder-based applications |