

PARTNERS IN POSSIBILITY

nature-based leave-on
makeup remover+



customer challenge

- a stubborn lip stain that commercial makeup removers were unable to remove
- zero makeup removers available on the market that were ethoxylate/1,4-dioxane free and silicone-free (that didn't leave a greasy/oily after feel)

solution

- the technical team at **Aurorium** designed a silicone-free, ethoxylate-free, [nature-based leave-on makeup remover](#) derived from Shea that effectively removed the lip stain and other stubborn color cosmetics; [Jarplex™ MUR](#)

benefits

- **sustainability, biobased, and waterless beauty**

secondary solution

- developed a clear, homogenous, water soluble microemulsion designed for use in wet wipes that contained the same product in an easy-to-use form; [Jarplex™ M2O](#)

benefits

- **manufacturing efficiency:** using an alternative platform lowered the customer's formulation cost, production costs, and cycle time (no need for an additional solubilizer and less mixing in production)

at a glance

shea and surfactant
development for makeup
removal



focused on future trends and unique market challenges in personal & home care; **Aurorium** provides innovative solutions derived from sustainable and nature-based sources

