

UNIVAR – Art and Formulation

A Worldwide presence in the distribution of chemicals



Univar is a "historical" presence in the field of the distribution of chemicals. The company has faced all crucial moments in the modern industrial development and therefore in the development of the modern industrial chemistry.

Univar became a multinational company with a generally recognized global presence worldwide. If we speak about personal care, one of the most dynamic secrets of modern chemistry thanks to the continuous

new developments and the need for continuous innovation, Univar developed a huge commercial, technical and logistics network able to cope with a highly demanding sector like the one of personal care, where the need for innovation must comply with regulatory fulfilments and with the increasingly pressing demands for environmental and social sustainability.

Thanks to a constant cooperation between producers and Univar the company is able to provide its customers both globally and locally with the best level of customer satisfaction.

Can you imagine a stop at the atelier of an artist at an exhibition of chemicals for cosmetics and personal care? Is there an "art" on formulation? The answer is yes of course. Formulation is a developing art, always looking for new trends, concepts, feelings, moods.

There is a growing request of products from the consumers who want to feel good. Especially today, in a moment of "global" uncertainties.

This means that the producers, the manufacturers, ask chemistry to provide them with new ingredients, the secret ingredient which can make a new formulation a success. And this is one of the most relevant role of the distributor today: to offer the best, widest, attractive elements to the new creations. Surely one of the most important aspects of a product for personal care, cosmetics, is texturing. And at In-cosmetics in Barcellona, Univar focused its presence on this.

The performance of a cosmetic is of course the factor number one for its acceptance by the end user. Nevertheless texturing, the sensory aspects of cosmetics, is getting today more and more important for the success of a product. The consumer wants to "feel" the product on the skin; should the claim of a cream promises a sense of freshness, skin revitalization, we want to feel it. It is one of the many aspects of wellness today. The consumer expectations are getting more and more sophisticated. This means an improvement of efforts in formulations and in the related R&D. This was the message Univar gave at in-cosmetics this year. The visitor who stopped at the booth in Barcelona had the chance to sit down at a sort of Sensory Bar, tasting physically was does texture mean by a kind of palette, a painting board, with many examples live.

It was a fascinating experience. "Ingredients" of this were products as a new silicone gum from XIAMETER (PMX 1502 FLUID) and new products from Dow Corning, including two elastomers which provide enhanced compatibility with organic ingredients (Dow Corning® EL-8052 IH Silicone Organic Elastomer Blend and Dow Corning® EL-7040 Hydro Elastomer Blend).

"Univar Personal Care's offering has always been strong when it comes to textures," explains Philippe Villequey, industry development manager, personal care, EMEA. "It is an important area of formulation because if a product's texture is poor, it will not appeal to consumers. With new ingredients being introduced to the market all the time, customers can find it challenging to ensure a consistent and pleasing texture in their products. We have the product portfolio and technical formulation expertise to help our customers overcome this obstacle and to create textures that end-consumers will love."

Dow Corning® EL-7040 Hydro Elastomer Blend was also highlighted at the show's Innovation Zone. Compared to traditional silicone elastomers, this product blend provides enhanced formulation flexibility with its ability to incorporate high levels of water and/or glycerine while retaining a gel structure and the elastomer feel.

It improves the aesthetics of formulations containing glycerine without sacrificing the moisturization performance. Other products on stage recent launches by Dow Personal Care, such as EcoSmooth™ Satin Conditioning Polymer and EcoSmooth™ Silk.



Philippe Villequey