



**TEXTURE**



# Texture and feel – what makes us loyal to cosmetics

*Touch, feel, smell – our sensory perceptions steer our attitudes and thus ultimately our actions.*

What do we notice about how we use cosmetic products – how we select them, apply them, and familiarize ourselves with them? We touch, feel, and smell. In this way, we build up an inner relationship through sensory perception.

The pleasant feel and ease of spread of a care product are enormously important for emotional care and are attributes that consumers directly perceive as quality criteria.

Many properties of the final formulation can be adjusted using texturizing additives: in addition to improving spread and feel, texturizers can mask a formulation's richness and tendency towards oiliness, and give it instead a powdery, pleasant finish.

Texturizers can be synthetic, such as the plastics Nylon-12 or PMMA, but there are also natural alternatives that can hold their own against plastics when it comes to sensory properties. A good example is the line of special mineral-origin silicas distributed by IMPAG.

Lassen Sie sich von unseren **IMPAG Lab** Formulierungen inspirieren



Our **Powdery Butter to Dry Oil** formulation, which is an anhydrous butter, stands out for its velvety texture and matt finish produced by a natural texturizer. Just the right combination of natural emollients additionally produces a dry, silicone-like skin sensation without the presence of any silicones.



The **Anti-Aging Foundation Stick** is a make-up stick that is water-free. It spreads onto the skin with an easy glide and wins customers over with its soft and silky texture. An additional natural, silica-based texturizer provides an immediate soft-focus effect that makes small wrinkles disappear in no time.

