

ROELMI•HPC
Health & Personal Care



The New Frontier Of Texturizers

Feel it

PRACTICING SUSTAINABILITY IN **EVERYDAY LIFE**

One of the sustainable development goals within United Nations 2030 agenda is to prevent and significantly reduce marine pollution.

A number of Nations answered to this arising topic by banning plastic microbeads in cosmetics.

The challenge is now to find a sustainable performing ingredient to substitute them.

DON'T WAIT TO INNOVATE. CHOOSE SUSTAINABILITY TODAY

ROELMI HPC follows No Impact In Progress® Program with the aim to protect the value of Nature and People in product manufacturing.



THE ULTIMATE BIODEGRADABLE TEXTURIZERS

CELUS-BI® FEEL is the brand-new range of high performances texturizers, complying with a sustainable future.

Being the ethical alternative to standard plasticizing powders, it represents the alternative for formulators aiming at a Zero Impact on Environment.

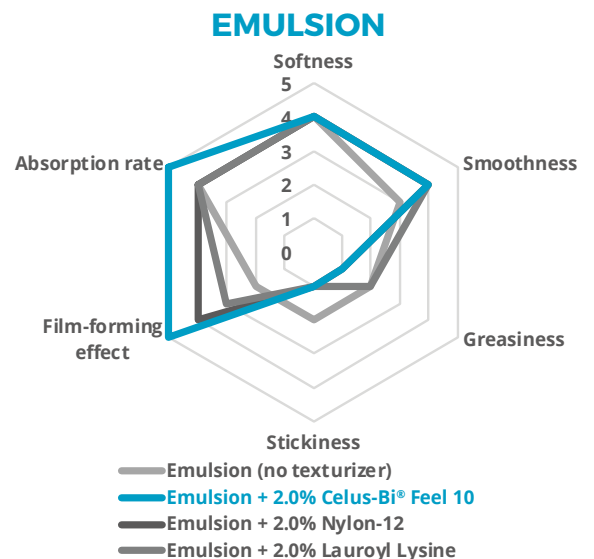
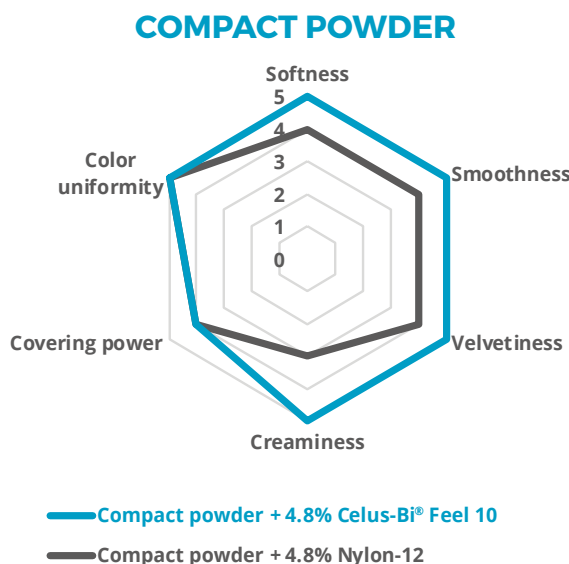
The innovation breaking point is determined by the biodegradability in marine environment, in accordance with OECD 301 method. It is the proof of No Impact and guarantee of Environmental and people's safety.

TECHNO-SENSORIAL SPHERES

FEEL IT IN FORMULAS

DISCOVER THE SUSTAINABLE WAY!

The fine spheroidal shape, even at low dosage, imparts the enhancement of the sensorial aspect. For example:



A VERSATILE INGREDIENT SUITABLE FOR A NUMBER OF APPLICATIONS

Its perfect balance between hydrophilic and hydrophobic behaviour, make **CELUS-BI® FEEL** the ideal ingredient useful for both oil and water phase.



COLOR COSMETICS

CELUS-BI® FEEL is used in color cosmetics showing soft and creamy touch and versatility in use.

Thanks to its spheroidal physical structure, it helps compactness and oils absorption with consequent skin matte effect.

Smooth feel
Creamy touch
Unique gliding effect



SKIN CARE

CELUS-BI® FEEL is used in skin care formulas for its good behavior in terms of softness and absorption rate. It enhances formula touch improving the film-forming and smoothness effect.

Sebum control
Soft-focus effect
Unification of complexion



SUN CARE

CELUS-BI® FEEL demonstrates an excellent compatibility for chemical, physical and natural UV filters. It increases the absorption sensation and limits undesirable stickiness. Its porous structure allows the incorporation of active ingredients and the reduction of oil exudation, facilitating the formula dry touch.

Dry touch
Film-forming effect
Spreadability



HAIR CARE

CELUS-BI® FEEL can be used in hair care preparations thanks to its absorbent properties allowing oil control. The velvety effect completes the ingredient profile.

Sebum absorption
Sensory benefits
Silky feel



TOILETRIES

CELUS-BI® FEEL can be incorporated in toiletry formulas thanks to its dual-functional capacity to bind perfectly oil-based or water-based ingredients.

Soft after feel
Pleasant touch
Velvety effect

FEEL THE ALTERNATIVE TO PLASTIC MICROBEADS

INCI (worldwide):

Zea mays starch, Polyvinyl alcohol, Glycerin

Appearance & Color:

from white to cream fine powder

Origin:

cutting-edge physical technology

Function:

texturizing agent for sensorial effect

Typical dosage:

from 1.0% up to 70%
(depending on finished product type)

REACH (EU regulation):

exempted as physical mixture as well as single compounds



DO NOT UNDERESTIMATE THE VALUE OF
ANTICIPATING INNOVATION

MAKE SUSTAINABILITY
REAL

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