

Natural and organic raw materials on the rise for baby and kids care products

Personal care companies around the world are seeking natural alternatives to petroleum-based and synthetic ingredients to meet the needs of this ever-growing market

São Paulo, January 2017 – Brazil is one of the leading markets for personal care products and is the second largest consumer of baby and kids products, lagging only behind the U.S. The latest study conducted by ABIHPEC (Brazilian Association of Toiletries, Perfumery and Cosmetics) recorded an annual turnover of R\$ 4.5 billion (approximately US\$ 1.47 billion), which indicates that sales of baby and kids care products have quadrupled in the last ten years.

One of the key trends witnessed in this market is the replacement of synthetic ingredients and petroleum derivatives – such as silicones and mineral oils – with natural alternatives. Beraca, a leading supplier of natural and organic ingredients sourced from the Brazilian biodiversity to the cosmetics industry, is one of the companies that invest in this field.

"Today's consumers are more aware than ever of the products they are using. They read the labels and search for information on raw materials. When it comes to their children's health and wellbeing, parents tend to be extra careful, and this has increased the demand for natural and organic formulations that are just as efficient as the traditional ones," says Juliana Frutoso, Business Manager at Beraca.

Some of the ingredients manufactured by Beraca that can be used in baby and kids care products are:

* **Pracaxi oil** – An organic hair-conditioning ingredient (no cationic charge) that restores hair shine and smoothness and can replace silicones in hair care formulations. The pracaxi oil is suitable for 'no tears' shampoos, hair conditioners and body washes. It's a 100% natural ingredient, free of silicones and synthetic chemicals.

* **Passion fruit oil** – This ingredient protects against transepidermal water loss and helps preserve the skin's natural moisture barrier. The unsaturated fatty acids contained in this oil are highly nutritious and participate in various biochemical and physiological processes of the skin. Due to its non-comedogenic nature and soothing effect, it is suitable for use in baby wipes, rash creams, body lotions and bar soaps.

* **Buriti oil** – An ingredient rich in carotenoids with antioxidant activity that helps maintain the skin's natural elasticity. This oil is suitable for products for sensitive skin, sunscreen lotions and after-sun care in formulations that boost skin protection.

In addition to its oils, butters and active ingredients, Beraca also represents Dr. Straetmans' lines Dermasoft (multifunctional antimicrobial additives), Dermofeel (PEG-free vegetable emulsifiers, emollients, antioxidants and natural chelators) and Versatil (multifunctional additives and preservatives free of parabens, MIT and formaldehyde releasers that can cause allergies and premature skin aging).

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