

Floratech Water-Free Cleansing Balm



Rinse away makeup and impurities, while protecting the skin's natural lipid balance with this light-weight, hydrating cleansing balm. Floratech's [Water-Free Cleansing Balm](#) features botanical Floraesters and Floramac 10.

88% of consumers preferred a water-free cleansing balm with Floraesters compared to the same formula without. ([Click here for study details.](#))



Why Water-Free?

As global population continues to rise, access to clean water becomes ever more challenging. Increasingly, global brands are including water conservation in their corporate sustainability programs, and consumers are looking for corporations to use responsible water practices. Consumers see value in reducing the environmental impact of plastic packaging.

Cleansing products often contain water levels of 90% or more. These water-bearing products require biocidal preservatives and fragrance solubilizers which can be irritating, and even provoke allergic reactions in some people.

Moreover, consumer resistance to single purpose plastic packaging is growing. Water-free products, smaller and lighter than their water-bearing equivalents, have a much smaller and +greener ecological footprint. From packaging to transportation to landfill space required, water-free products are more efficient, sustainable and environmentally sound.


For example, a small shampoo or conditioning bar, wrapped in biodegradable paper, could substitute for one liter or more of standard product in a large plastic bottle. This eliminates plastic packaging, provides transport efficiencies, and results in no landfill additions. Water-free formulations allow for the use of nourishing oils without solubilizers provide greater benefits to hair and skin.

In 2015, market research firm Mintel predicted that water conservation will be a top beauty trend:

“Beauty brands will need to change how they manufacture and formulate products to limit their dependence on water. Where water was once an essential part of some beauty regimes, new environmental formulations require little or no extra water in order to function.”

Based in the Arizona desert, Floratech is no stranger to water conservation. Floratech sources botanicals that require little to no irrigation. Floratech's Water-Free Cleansing Balm is just one elegant example of reducing dependence on water. Help your customers reduce their “water footprint” with Floratech ingredients.

Floratech Water-Free Formulations	Formula Number
Water-Free Cleansing Balm	C033 
Water-Free Cleansing Oil Gel	C034 
Silicone-Free Heat Protection Hair Serum	H024 
Clear, Silicone-Free Under Eye Rejuvenator	D010 
Cream to Powder Foundation	M025 

 Demo Available

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