

Press Release

Steinhausen, March 14th 2018

Lipoid Kosmetik – New product launches at in-cosmetics Amsterdam

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. With a clear insight into our consumers' needs, Lipoid Kosmetik showcases new products at the in-cosmetics Amsterdam 2018 (stand No. C120).

Natipide[®] Eco – Natural Carrier for Cosmetic Actives

Encapsulation of active ingredients has become a popular tool in the cosmetic and personal care industry, following the ongoing trend towards safer, high-performing and more sophisticated consumer products. The main idea behind this technology is the desire for a more efficient and controlled transport of biologically active substances into the skin, to increase the stability of active ingredients and to protect the actives from degradation.

Natipide[®] Eco represents a new, innovative carrier system for cosmetic active ingredients, exclusively based on natural raw-materials. Designed as a pre-liposomal concentrate, Natipide[®] Eco forms stable liposomes upon simply mixing with water. In contrast to conventional liposomal encapsulation procedures, no special equipment is needed to form loaded liposomes with a particle size around 200 nm.

An *in vivo* study with Raman spectroscopy was performed to demonstrate the superior performance of Natipide[®] Eco as skin carrier system. Natipide[®] Eco increased the penetrated concentration of a model active of 50 % in comparison to the non-encapsulated active.

- Ready to Use
- Liposomal Encapsulation
- Improved Bioavailability

We look forward to meeting you at in-cosmetics Amsterdam 2018 and present you more details about our new product Natipide[®] Eco at our stand C120.

About Lipoid Kosmetik AG

Lipoid Kosmetik AG Switzerland, as part of the Lipoid group, is a leading manufacturer of high-quality actives and botanicals and supplier of phospholipid products for the cosmetic and personal care industry. As a pioneer in these fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 45 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop market innovative, functional and natural cosmetic products meeting the highest standards.

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