INFINITY GREDIENTS

Inspiring Cosmetics

Mum and Baby

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Let's start with Mum...

Ah, pregnancy, the beautiful miracle of life! But let's be real... it's not all glowing skin and baby kicks. Between the morning sickness, swollen ankles, and that ever-growing belly, your body is working overtime. And while we can't formulate a cream for cravings or mood swings (yet!), we can help with some of the skin-related struggles that come along for the ride.

Tiger Stripe Love

One of the most common concerns? Stretch marks. These little tiger stripes can appear as the skin stretches rapidly during pregnancy. They're essentially tiny scars that form in the deeper layers of the skin.

The good news? With the right skincare, you can help keep your skin hydrated, supple, and resilient, before and after birth.

Skincare Support for Your Bump

Thats where stretch mark prevention creams, oils and other maternity skin care comes into play! These are typically packed with moisturising ingredients and actives that support the skin's natural collagen and elastin network, helping skin stay firm as it adapts to your growing bump. We also offer a number of phenoxyethanol alternatives suitable for sensitive skin!

Dealing with the Less Glamorous Stuff

And let's not forget another not-so-glamorous side effect: haemorrhoids. Thankfully, there are soothing topical treatments out there to help ease the discomfort with calming, anti-inflammatory ingredients.

Now, let's talk babies...

Newborn skin is delicate, thinner, more sensitive, and still developing. That means it needs extra TLC and the mildest of ingredients.

Formulators in the baby care space focus on mild, kind-to-skin ingredients that protect and nurture. Products in this category are all about:

Nappy rash protection: Think barrier creams that soothe and prevent irritation.

Cradle cap treatments: Gentle oils that help loosen flakes without stripping or irritating tiny scalps.

Massage oils: Calming blends (often fragrance-free or naturally scented) that turn baby massage into a soothing ritual for both baby and parent.

Every product in this space is developed with one thing in mind: pure, gentle, skin-loving care, because both mum and baby deserve a whole lot of comfort during this incredible journey.

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Stretch Marks

AlphaImprove Body

(INCI: Bisabolol, Pentaclethra macroloba seed oil and Orbignya oleifera seed oil)

AlphaImprove Body acts as a film former, healing, regenerating, smoothing, and anti-stretch marks agent. It is a 100% natural and non-irritating alternativeto help reduce and prevent stretch marks and regenerate the skin. It is rich in medium chain triglycerides (TCMs).

It helps in the healing process (remodeling), replacing the damaged tissue with a new tissue, stimulating the proliferation of fibroblasts and extracellular matrix, promoting skin elasticity and reconstruction of the dermis. It forms a film on the epidermis, reducing transepidermal water loss and maintaining the appropriate level of humidity in the stratum corneum. Favoring flexibility and skin hydration. It promotes balance to inflammatory conditions and provides pleasant sensory, softness and smoothness to the skin.

AlphaImprove Body is used in products for treatment of reduction, prevention of stretch marks and skin regeneration.

Recommended usage level: 1 - 5%

G2Light

(INCI: Butylene Glycol, Glycyrrhiza Glabra Root Extract)

A Glycyrrhiza flavon only found in the root of Glycyrrhiza Glabra, which is traditionally known for its skin whitening activity. Extracted using a 100% green and natural process, G2Light is suitable for natural skin lightening formulations.

In vivo studies show G2Light to inhibit the production of melanin, whilst providing de-pigmentation and lightening properties. G2Light can also be used to combat hyperpigmentation and dark spots (in vivo data) as well as stretch marks related to UV exposure.

Recommended usage level: 0.3 - 1.5%

Kahai Oil

(INCI: Caryodendron orinocense nut oil)

100% natural anti-ageing oil, extracted by cold pressing the nuts of the Cacay tree. It has a high penetration capability, a dry skin feel and a mild nutty scent, which fades quickly.

Its high content of natural Vitamin E, F and Retinol nourishes, softens and repairs damaged skin making it an ideal choice for scar treatments, tattoo care, stretch marks and aftershave creams.

Kahai Oil revitalises the skins radiance, reduces fine lines and wrinkles, minimises dark spots and provides long lasting hydration. Kahai Oil contains 50% more Vitamin E and twice the amount of Linoleic Acid than Argan oil and it has 3 times more Retinol than Rose Hip Oil. When used on nails it strengthens brittle nails and relieves nail psoriasis. On hair it provides thermal protection, repairs split ends, increases gloss and reduces frizz at high humidity, out performing Argan oil (tested at 5%).

Recommended usage level: Various

Pracaxi oil

(INCI: Pentaclethra macroloba seed oil)

Popularly used for hair treatment, aiding in hairstyle, increasing brightness and preventing hair loss. Promotes elasticity to the skin and can be used in the treatment of stretch marks. When applied on skin blemishes it can promote whitening. It is also used in makeup because of its humectant property.

Recommended usage level: 1- 5% creams, creamy lotions and gels; 3 - 7% conditioners, hair care and bar soaps; 0.5 - 5% make-up.

Native Sandalwood Seed Oil

(INCI: Fusanus spicatus Kernel Seed Oil)

Rich in Omega 3, 6, 9, and Xymenynic acid it is ideal for finished products targeting skin tone, blemish prone skin, age lines, and hydration. The perfect ingredient to balance both mood & skin. Used for centuries to enhance feelings of calm & relaxation, Native Sandalwood Seed Oil smooths the skin, providing a firmer and more youthful look.

Recommended usage level: 1-10%

SCULPUP™

(INCI: Propanediol, Aqua, Rubus Fruticosus (Blackberry) Fruit Extract, Citric Acid)

SCULPUP™ is an award-winning patent-pending ingredient for lifting and increasing the bust and buttocks without surgery or fibrosis, thanks to the “smart” proadipogenic blackberry. Significantly modulates more than 3500 genes and multiple cell functions related to increasing volume, such as adipogenesis, lipogenesis and the subcutaneous extracellular matrix. Ideal for post-pregnancy, post-breastfeeding, menopause and post-weight loss.

Recommended usage level: 1.5%

STRIOVER™ GNSN

(INCI: Glycerin, Aqua, Astragalus Membranaceus Root Extract, Codonopsis Pilosula Extract, Pentylene glycol, Levulinic Acid, Glyceryl Caprylate)

STRIOVER™ GNSN is a blend of two plants commonly used in Traditional Chinese Medicine to improve the “Qi”, the vital flow of energy.

It reduces the appearance of recent (red) and old (white) stretch marks within 28 days by increasing cell growth factors that reactivate the function of fibroblasts in the stretch mark to promote tissue remodelling thanks to its PRP-like mechanism. It also improves firmness, elasticity and skin condition.

Recommended usage level: 2.5%

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Haemorrhoids

MERISTEM

(INCI: Aqua, Quercus Robur Root Extract)

Meristem is a water extracted botanical ingredient sourced from Oak tree root growth tissue (Meristem). Plant Meristem cells are rich in substances physiologically active to support and protect cell growth, especially Phenylpropanoids which play a very important role in defending the plant against external stresses.

In vitro studies have shown that the material modulates the agonist of the TRPV3 pain receptor (nociceptive) system by more than 50% in 24h. In the skin this results in a lenitive and soothing behaviour.

Recommended usage level: 0.5 - 2.0

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Cradle Cap

FRUIT VINEGAR M.S.

(INCI: Vinegar, Prunus Armeniaca (Apricot) Fruit Extract, Prunus Persica (Peach) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Polysorbate 80 , Potassium Sorbate, Sodium Benzoate)

FRUIT VINEGAR M.S. is an extract in a medium of Apple Vinegar from the following fruits, Apple, Apricot and Peach.

FRUIT VINEGAR M.S. has a chemical composition abundant in natural α-hydroxiacids (citric, malic), free amino acids, monosaccharides (fructose, glucose), oligosaccharides and hydrosoluble vitamins (group B, C). The α-hydroxyacids are widely used in the cosmetic field because of their multiple applications both in skin and body products and hair products.

Both the amino acids and the monosaccharides present in the fruit are hygroscopic substances, capable of absorbing and retaining water. These active principles collaborate to the benefit of maintaining the hydric balance of the corneal layer and the surface of the hair. They also give resilience, shine and body to the hair.

Cosmetic applications for this product include products for massage, relaxing, products for facial cleaning, moisturising, anti-ageing products, depigmenting and hair care products such as conditioners, anti-dandruff shampoos and anti-seborrhoea shampoo.

Recommended usage level: 1 – 3%

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Nappy Rash

Babaçu oil

(INCI: Orbignya Oleifera Seed Oil)

Babaçu oil has emulsifying properties making it ideal for the preparation of O/W type emulsions. As an active ingredient, it can be used in skin and hair products for moisturisation. In soap it can be used to replace fats of animal and vegetable origin and as a raw material to obtain surfactants.

Babaçu almond is used in baby products in the form of liquid talc. When crushed, the seed produces a powder, known as babaçu powder, which absorbs moisture and helps protect the baby's skin, especially in the region of direct contact with the nappy.

Recommended usage level: 0.5 - 5% creams and lotions; 0.5 - 8% bar soaps and 0.1 - 1% in hair products

CHAMOMILE - ECO

(INCI: Glycerin, Aqua, Chamomilla Recutita (Matricaria) Flower Extract, Potassium Sorbate, Sodium Benzoate)

Chamomile is rich in flavonoids, providing it with anti-inflammatory, vasodilator, sun protection and free radical scavenging properties. The anti-inflammatory properties of CHAMOMILE - ECO were determined by measuring its ability to inhibit the cyclooxygenase (an enzyme present in most tissues).

CHAMOMILE - ECO was found to inhibit cyclooxygenase (COX) in human keratinocyte cultures proving its efficacy against inflammation and irritation.

Recommended usage level: 0.1-2%

EquiBiotics™ LA

(INCI: Maltodextrin, Lactobacillus)

EquiBiotics® LA is an active focused on skin microbiota and sensitive skin. It is a probiotic-derived ingredient obtained by L. acidophilus PBS066 integral-structure preservation.

As post-biotic ingredient, EquiBiotics® LA, is able to modulate the amount of TNF-alpha to enhance the skin barrier and balance the skin microbiota. These activities make it the perfect active for sensitive skin.

It is designed to take care of the epidermis, treating it as a complex ecosystem considering multiple variables, especially the skin microbiota and the cross-talk with the skin. It supports skin microbiota and sensitive skin through, enhancement of the skin barrier, modulation of the skin microbiota and modulation of the induction of inflammation.

Recommended usage level: 1%

Natalc

(INCI: Cellulose acetate, Tapioca starch)

Natalc is a plant alternative to talc, with the same hydrophobicity properties.

It is ideal to protect the skin against moisture and is a perfect natural plant ingredient to formulate baby powder.

Made from a manioc extract powder with cellulose acetate powder, it offers protective properties thanks to the hydrophobicity of the material.

Recommended for oily and acne prone skin care products, make-up, dry shampoo, baby powder, footcare, make-up and more.

Thanks to its absorbent assets and its extreme softness, Natalc provides a soft touch to formulations and can be used alone or in combination with other powders. Cold process.

Recommended usage level: 2-5%

MARSHMALLOW - ECO

(INCI: Root Extract, Potassium Sorbate, Sodium Benzoate, Glycerin, Aqua, Althaea Officinalis Root Extract)

The abundance of mucilage in Marshmallow root gives it several properties, making it useful as an emollient with a soothing and calming effect on skin.

It also exhibits anti-inflammatory properties whilst protecting mucosa from irritating agents by forming a film.

An efficacy study found MARSHMALLOW - ECO to exert remarkable inhibitory effects on the hyaluronic acid degradation, which results in beneficial effects for skin such as the maintenance of moisture levels, the prevention of ageing and the reduction of inflammatory processes.

Recommended usage level: 0.1 – 4.0%

OAT MILK M.S

(INCI: Aqua, Glycerin, Avena Sativa (Oat) Kernel Extract, PEG-60 Hydrogenated Castor Oil, Helianthus Annuus (Sunflower) Seed Oil,T ocopherol, Potassium Sorbate, Sodium Benzoate)

OAT MILK M.S is an extract of Avena sativa seeds, which contains oat lipids, proteins and carbohydrates as an emulsion. It also contains minerals and vitamins.

Oat β-glucan is structurally similar to hyaluronic acid, which is extensively used to produce high-viscosity preparations and as a skin moisturising and smoothing agent. Skin and hair conditioning, hair and skin repair and as an antifungal are the suggested applications for Oat Extract.

External applications of oat seeds have a helpful emollient effect in cases of skin irritation, seborrhea and different types of pruritus. Oat mucilage is used in creams to treat sun-induced erythema. Oat flour has long been used in cosmetics as an ingredient of face masks and as an additive of soaps to relieve irritation and itching.

Recommended usage level: 0.5 – 5%

Olifeel®E-Nat W/O

(INCI: Polyglyceryl-3 Polyricinoleate, Polyglyceryl-3 Oleate)

Olifeel® E NAT W/O is a 100% natural, eco friendly emulsifier derived from the non- edible by-products of Mediterranean olives.

Olifeel® E NAT W/O is a primary emulsifier which provides a smooth, non- greasy skin feel and no co- emulsifier is required.

Olifeel® E NAT W/O has good compatibility with a wide range of oils of differing polarities, UV filters and thickeners. Olifeel® E NAT W/O is an extremely versatile emulsifier as it can be processed hot or cold.

Suitable for most cosmetic applications

Recommended usage level: 3-6%

Plerasan® Re-balance

(INCI: Aqua, Beta-glucan)

A natural polysaccharide found in the cell wall of the oyster mushroom. This biologically active beta-glucan balances the skin defence system of sensitive skin whilst stimulating the skin repair process. It improves skin moisturisation whilst protecting the skin and boosting active ingredients.

Confirmed clinical effect in patients with mild to moderate eczema. Ideal for post-laser/ peeling treatments, after shave, wound healing, after sun, baby care.

Recommended usage level: 2.0%

PHYTOSERENE

(INCI: Phytosterols)

PhytoSerene is an pure beta-sitosterol; a natural micro-nutrient plant lipid found in the cells and membranes of the Pine tree. Chemically, the material is very similar to cholesterol.

This plant sterol is different in its biological function and because humans do not synthesise sterols in the body, it is necessary to replace daily losses.

Phytoserene demonstrates the capacity to reduce skin redness after exposure to a chemical agent and to diminish TEWL by forming a protective barrier on the skin.

Recommended usage level: 0.5 - 2.5

ZENERBET®

(INCI: Octyl Dodecyl Dimer Dilinoleyl Alcohol/Succinic Acid Copolymer)

Zenerbet® is a unique Guerbet polyester made from naturally derived Dimer Alcohol, Dimer acid (Succinic acid) and Guerbet alcohol (Cctyl Dodecanol). This 100% active branched polymeric Guerbet, which has a high molecular weight (10,000+) is a hydrophobic products that can be used in a variety of hair, colour, skin and sun care applications.

Zenerbet® is a branched liquid that lubricates and conditions skin and hair. Its high molecular weight has superb barrier qualities making it a wonderful product with dramatic effects in skin and sun applications as well as products for dry hair and scalp.

Its hydrophobic properties prevent it from washing off making it an excellent natural water resister and film forming polymer.

Recommended usage level: 0.5 - 10%

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Baby Bath & Shampoo

Green CAPB-B

(INCI: Cocamidopropyl betaine)

The Green CAPB-B is obtained by the crude babaçu oil. This oil is rich in lauric, myristic and oleic fatty acids. This allows the actives products presents in the formulation to be better absorbed by the hair, enhancing its effects. In addition, the oil is known for its emollient properties and for its lightness in the hair fibre, being absorbed quickly without affecting its movement or leaving them oily.

The Green CAPB-B has excellent dermal compatibility and associated with anionic surfactants, allow a synergistic reduction of irritability to the eyes and skin, brings a soft and creamy foam, besides that, it is naturally more viscous. Can be used in clear and pearly shampoos formulations, formulations for kids, shower gel, shower foam, liquid soaps.

Recommended usage level: 1 - 5% hair care and 1 - 8% skin care.

Green Cocoamphoacetate B

(INCI: Sodium Babassuamphoacetate)

Green Cocoamphoacetate B (from Babaçu oil) is a mild amphoteric vegetal surfactant (35 - 40% active) that is Cosmos certified. It is a multi-functional ingredient that can be used in a variety of personal and hair care applications as well as baby/ kids care.

Rich in lauric, myristic and oleic fatty acids, its benefits of application to the skin and hair are superior to the conventional product of the market.

Recommended usage level: 3%

SPECIFEEL® EM

(INCI: Sodium lauroyl sarcosinate, Sodium Cocoamphoacetate,Lauryl Glucoside, Sodium Methyl Cocoyl Taurate, C12-13 Alkyl Lactate)

SPECIFEEL® EM is a concentrated blend of anionic, non-ionic and amphoteric surfactants.

It is easy to use, cold processable and offers a mild, creamy soft rich foam.

SPECIFEEL® EM is suitable for use in baby products, shower gels & foam baths, mild shampoos, hand cleansers and oil based toiletries (shampoos and shower gels with up to 30% oil) providing a creamy texture.
Recommended use levels: 25-45%

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TI-NatSurf® QCB

(INCI: Aqua (Water), Cocamidopropyl Hydroxysultaine, Myristamine Oxide, Caprylyl/ Capryl Glucoside, Decyl Glucoside)

The TI-NatSurf® QCB is a uniquely designed to provide versatility in formulation a wide range of personal care cleansing preparations. It may be used as the primary or as the secondary surfactant offering excellent hydrophobe compatibility without compromising foam integrity.

It has excellent compatibility with traditional anionic systems, such as lauryl and laureth sulphates and a variety of sulphonates, making it an ideal choice for secondary surfactant replacement, to improve foam characteristics of a system. Its hydrophobe compatibility allows the formulation of crystal clear micro-emulsions with emollient esters, and other natural polar oils, offering exception post-rinse sensory.

It is compatible with quaternary ammonium compounds and other cationics, and has great compatible with high electrolyte levels, while still maintain a crystal clear system.

Recommended usage level: 25 – 50%

ZENIGLOSS® Q

(INCI: Polyquaternium-57)

This new quaternary compound is based on polymerised castor oil. Its cationic nature provides substantive conditioning and gloss to the hair making it ideal for conditioners. It performs very effectively on damaged (coloured, permed, or bleached) hair and is a superb detangler.

Zenigloss® Q is an extremely mild polymer and can be used for body washes, skin and hair applications. In 2in1 shampoos Zenigloss® Q has been found to outperform conventional silicone based ingredients in both wet and dry comb performance, as well as gloss providing shine to the hair.

Can also be used in nail varnish removers.

Recommended usage level: 0.5 - 4%

ZENIGLOSS® Q-SE

(INCI: Polyquaternium-57, PEG 8 Ricinoleate)

This self-emulsifying quaternary compound based on Zenigloss® Q-SE forms a stable emulsion when mixed into cold or warm water. The self-emulsifying properties result in an easy to use conditioning system that provides substantivity and gloss to all applications.

It performs very effectively on damaged (coloured, permed, or bleached) hair and is a superb detangler. Zenigloss® Q-SE is an extremely mild polymer and can be used for body washes, skin and hair applications.

In 2in1 shampoos Zenigloss® Q-SE has been found to outperform conventional silicone based ingredients in both wet and dry comb performance, as well as gloss providing shine to the hair. Can also be used in nail varnish removers.

Recommended usage level: 2 - 8%

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Baby Oil, Lotion & Talc

Abwax® Rice

(INCI: Oryza Sativa Cera)

Abwax® Rice is an upcycled, vegetable wax derived from rice grains and is acts a thickener, binder, and gelling agent.

Abwax® Rice also offers film forming properties making it suitable for skin care and make up applications.

Recommended usage level: 0.5–25% general use; 15–30% sticks; 0.5–4% for skincare consistency

EMotion® Skin

(INCI: Triolein, Glyceryl Dioleate)

EMotion® Skin is an emollient from the non-edible by-products of olives.

This unique blend of di and triglycerides offers many benefits such as good skin penetration, good stability and resistance to oxidation.

Due to its chemistry, EMotion® Skin provides a soft touch with a light feel. A film forming effect with no tackiness is provided by this microbiota friendly emollient. EMotion® Skin is suitable for skin care and body care

Recommended usage level: General : 0.5-60%. Lotions & Creams 5-15%; Rich Creams & Butters 20-40%; Anhydrous >60%

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Baby Wipes

BeauSens® PG4

(INCI: Polyglyceryl-4 Pelargonate)

BeauSens® PG4 is a mild, non-ionic, sustainable surfactant derived from renewable European sources.

BeauSens® PG4 is a gentle, mild surfactant that generates small, creamy bubbles and is an ideal choice for use in micellar waters, cleansing milks and wet wipes. BeauSens® PG4 does not strip the skin of moisture and helps to maintain the skin's natural hydration.

BeauSens® PG4 enhances the solubilisation of essential oils and fragrances.

Recommended usage level: Solubiliser 1-5% ; Mild surfactant 5-10%

CARESOFT™

(INCI: Propanediol, Glycerin, Aqua, Curculigo Orchioides Root Extract)

CARESOFT™ is a new approach to improve the sensitive skin's overall condition from the roots of "Curculigo orchioides Gaetrn".

Through the regulation of the NHE1 protein, CARESOFT™ acts on the internal control mechanism of skin pH, repairing the barrier function and causing a decrease in skin reactivity and sensitivity.

It provides various co-factors and ways of modulating the activity of NHE1 and is the ideal active ingredient for the improvement of sensitive skin.

The recommended uses for this product are genital hygiene products, makeup products for sensitive skin, male and female sensitive skin, product lines for babies and hair care for sensitive scalps.

Recommended usage level: 3 - 5%

Evicide® BBD

(INCI: Benzyl Alcohol, Benzoic Acid, Dehydroacetic Acid, Tocopherol)

Evicide® BBD is a COSMOS approved, cost effective broad spectrum preservative blend of organic acids and aromatic alcohol, Benzyl Alcohol. This blend of aromatic alcohol and organic acids has strong efficacy against bacteria, yeasts and moulds.

It is suitable for all formulation types, including baby care products and naturally derived. It is effective at low concentrations and below pH 6.

Evicide® BBD has a faint, delicate floral- like aroma and can be used and aqueous and surfactant-based products as well as emulsions.

Recommended usage level: 0.4-1.2%

Evicide® SB

(INCI: Aqua, Sodium Benzoate, Potassium Sorbate)

A proven blend of Sodium Benzoate and Potassium Sorbate, Evicide® SB is a cost-effective, water-soluble liquid designed for ease of formulation.

This COSMOS-approved preservative is widely accepted across both food and cosmetic applications, making it an ideal choice for budget-friendly wet wipes and rinse-off products.

While it provides broad-spectrum protection for all cosmetics, its efficacy is further enhanced by surfactants—making it perfect for shampoos and body washes. For maximum performance, ensure the final formulation maintains a pH between 4.5 and 5.5.

Recommended usage level: 0.5-1.5%

Contact Us

Interested?

Then contact the Infinity team for more information:

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