

Build Firmer Beauty Sticks

Carnauba Wax helps formulators create solid formats that stay structured, polished, and commercially reliable. It is especially useful when lip, balm, color, or styling products need more hardness and heat resistance than softer wax systems can provide alone.



- High-hardness plant wax for stronger structure
- Supports formulas that must resist softening in warmer conditions

- Designed for lipstick, lip balm, hair wax, and stick formats
- Useful when the product story needs plant-derived wax positioning

Solve the Warm-Weather Softening Problem

Solid beauty products need a wax network that keeps shape, controls softness, and maintains payoff under real handling and storage conditions. Carnauba Wax gives formulators a harder structuring option for formats that cannot rely on Beeswax alone.

- ✓ Addresses softness in sticks, balms, and wax-based formats
- ✓ Helps maintain a polished solid format
- ✓ Useful where higher melt stability is part of the brief
- ✓ Supports premium feel by protecting product integrity

A Hard Wax for Stable Payoff

Carnauba Wax adds firmness and body to oil-phase systems while helping the finished format stay solid and shape-stable. Its high melting point and hard texture make it a practical structuring wax for lipstick, lip balm, and hair styling wax.

✓ Adds firmness and body to wax systems

✓ High melting point supports heat stability

✓ Hard texture helps improve shape retention

✓ Works alone or inside a wax blend

Tune Hardness Without Losing Glide

Carnauba Wax is most powerful as part of a wax-blend design. Formulators can combine it with softer, shinier, or oil-binding waxes to balance firmness, payoff, smoothness, and stability.

- Carnauba Wax: hardness and higher melt stability
- Beeswax: softness and emollient skin feel
- Candelilla Wax: shine and intermediate hardness
- Microcrystalline Wax: smoothness, oil absorption, and reduced sweating

Easy Oil-Phase Adoption

Carnauba Wax fits standard anhydrous and oil-phase development workflows. The flake format can be incorporated with heating, making it practical for production trials and wax-system optimization.

Use range: 0.10% - 10.00%

Recommended dosage: 5.00%

- Lipstick/lip balm hardness adjustment: typically 4-5%
- Add into oil phase; heat 70-80C may increase solubility
- Avoid heat above 80C

Compatibility for Oil-Rich Formats

The product is suitable for lip, eye shadow, brush-on, and foundation formats where wax integrity and oil-phase structure are important. Its solubility profile supports use in oil, ethanol, silicone-compatible, and oil-dispersed systems.

- Product types: Lip, Eye Shadow, Brush-on, Foundation
- Typical applications: Lip Stick, Lip Balm, Hair Wax
- Soluble in oil and ethanol
- Soluble/miscible in silicone; dispersible in oil



Claim-Building Barrier Comfort Story

The moisturizer review supports the broader role of occlusive and emollient systems in reducing water loss and improving barrier comfort. In wax-and-oil structures, Carnauba Wax can support finished-product concepts positioned around comfort, protection, and skin health maintenance.

- Supports positioning around reduced water loss in moisturizer systems. Citation: S. Purnamawati, N. Indrastuti, R. Danarti, T. Saefudin.
- Supports barrier comfort stories for occlusive and emollient formulations. Citation: S. Purnamawati, N. Indrastuti, R. Danarti, T. Saefudin.
- Useful for lip balm or solid skin-comfort concepts where wax and oil structure are central.

Launchable Concepts With One Wax Anchor

Carnauba Wax can anchor multiple commercial concepts where firmness, heat stability, and plant-wax storytelling matter. It gives product developers a clear way to upgrade solid formats without overcomplicating the formula story.

- Heat-stable lipstick stick for warmer handling conditions
- Firm lip balm with plant-derived wax positioning
- Hair styling wax for hardness and hold
- Pressed or brush-on color cosmetics requiring wax integrity
- Wax-blend optimization system for hardness, shine, glide, and oil control



Specifications That Support Quality Decisions

For technical buyers, the specification profile supports ingredient qualification and wax-system development. The product is supplied as yellow brittle flakes with a defined melting point range and relevant compendial-style test references.

INCI: COPERNICIA CERIFERA CERA	Appearance: Yellow brittle flakes; odor: characteristic
Melt Point, USP Class II: 80-86C	Acid Value: 2-7 mg KOH/g; Saponification Value: 78-95 mg KOH/g
USP Residual Solvents: none Detected	

Choose Carnauba for Harder, Hotter Formats

Carnauba Wax is the practical choice when the formulation brief calls for stronger structure, better melt resistance, and a plant-derived wax story. It helps turn oil-rich formulas into stable, polished solid products with clear customer-facing positioning.

- Best fit when harder structure is the priority
- Use to improve stability in lipstick, balm, and wax systems
- Blend with complementary waxes to tune feel and payoff
- Room-temperature storage and 36-month shelf life support practical supply planning
- A clear wax anchor for premium solid beauty formats