

Bring Tea Tree Appeal Into Water Formats

Tea Tree Oil remains a strong purifying and blemish-care ingredient story, but standard oil-soluble formats can limit lightweight product design. This deck shows how Tea Tree Oil (Water Soluble) opens cleaner, easier routes into toners, cleansers, clear gels, shampoos, and hygiene-focused formulas.

- Customer need: purifying, clarifying, scalp-care, and blemish-care products

- Formulation gap: standard Tea Tree Oil is difficult in water-based systems

- Opportunity: lightweight, non-oily, easy-rinse, and transparent-style formats

- Best-fit concepts: oily skin, acne-prone skin, scalp cleansing, and hygiene care

Water-Soluble Tea Tree, Ready for Formulation

Tea Tree Oil (Water Soluble) brings a familiar ingredient story into direct water-phase processing. The product contains 20% Tea Tree Oil and specifies TERPINEN-4-OL at 8.0% w/w minimum for a clear reason-to-believe ingredient identity.

20% Tea Tree Oil concentration

TERPINEN-4-OL 8.0% w/w Min

- Can be mixed directly into water
- Suitable for clear gels, toners, masks, liquid soaps, shampoos, and cleansers



Solve the Oil-Solubilizing Bottleneck

This format reduces adoption friction when a brand wants Tea Tree Oil positioning in water-based products. It helps formulators avoid building a separate oil phase just to carry the Tea Tree Oil story.

- Water-soluble format for water-based formulas
- Soluble in water, glycols, and ethanol
- Dispersible in cream or gel bases
- Clear solution at any proportion in water at 20°C
- Maximum dilution guidance: not more than 1 part product to 2 parts water

Build Blemish-Care and Purifying Claims

Tea Tree Oil (Water Soluble) gives brands a recognizable ingredient story for oily, acne-prone, and problem-prone skin concepts. Its source positioning supports anti-bacteria, blemish-care, clean-feel, and purifying narratives.

- ✓ Acne-prone and breakout-prone skin positioning
- ✓ Anti-bacteria story for oily-skin formulas
- ✓ Purifying care for facial cleansers and clear gels
- ✓ Clean-feel positioning for liquid soaps and body washes
- ✓ Suitable for body products at 1–5% and facial products at not more than 2%

Extend Tea Tree Into Scalp Care

The ingredient is also positioned for anti-fungal and dandruff-care use, making it relevant beyond facial care. This supports scalp-cleansing shampoos and fresh, hygiene-focused rinse-off formulas.

- Scalp-cleansing shampoo concepts
- Oily scalp and dandruff-care positioning
- Fresh cleansing story for shampoo and hygiene washes
- Compatible with liquid soap, cleanser, and shampoo applications



Use It Late, Cool, and Controlled

Adoption is simple: add Tea Tree Oil (Water Soluble) at the last step and keep processing below 40°C.

The practical range gives formulators room to design both leave-on and rinse-off concepts.

- Facial-use guidance: not more than 2%

- Recommended dosage: 2.00%

- Usable range: 0.10%–5.00%

- Source use guidance: 1–5% for body products

- Stable pH range: 4.00–6.50

Clinical Acne Evidence Strengthens the Story

Ingredient-family evidence supports Tea Tree Oil as a meaningful reason-to-believe for blemish-care positioning. These findings help brands connect the familiar Tea Tree Oil story to acne-prone skin concepts.

- Supports blemish-care positioning by showing 5% topical tea tree oil gel significantly improved mild-to-moderate acne lesion counts versus placebo. Citation: S. Enshaieh, A. Jooya, A. H. Siadat, F. Iraj.
- Supports acne-prone and skin-cleansing concepts by showing tea tree oil and terpinen-4-ol had antimicrobial activity against *Staphylococcus aureus*, *Staph. epidermidis*, and *Propionibacterium acnes*. Citation: A. Raman, U. Weir, S. F. Bloomfield.
- Supports anti-inflammatory positioning for irritated-feeling or acne-prone skin by showing topical tea tree oil reduced histamine-induced skin inflammation. Citation: K. J. Koh, D. E. Pearce, G. Marshman, J. J. Finlay-Jones, P. H. Hart.

Mechanism Reviews Reinforce Claim-Building

Review evidence gives formulators a broader story for Tea Tree Oil product positioning. Together, the reviews support antimicrobial and anti-inflammatory narratives relevant to acne-prone and blemish-care formulas.

- Supports antimicrobial and anti-inflammatory formulation stories by summarizing mechanisms relevant to acne-prone and blemish-care concepts. Citation: C. F. Carson, K. A. Hammer, T. V. Riley.
- Supports mild-to-moderate acne product positioning by finding that tea tree oil products can reduce acne lesions, likely through antibacterial and anti-inflammatory effects. Citation: K. A. Hammer.

Launch Multiple Water-Based Concepts

One ingredient can support a family of face, body, scalp, and hygiene products. The strongest concepts pair Tea Tree Oil familiarity with clear, lightweight, or rinse-off formats where water compatibility matters.

- Clarifying Facial Toner: lightweight care for oily and acne-prone skin
- Blemish-Care Clear Gel: purifying support for problem-prone skin
- Purifying Facial Cleanser: clean-feel, oil-control, and skin-purifying story
- Scalp-Cleansing Shampoo: oily scalp and dandruff-care positioning
- Body Wash or Hygiene Wash: back, chest, sweat-prone, and fresh-clean use cases



Choose It for Easy Tea Tree Positioning

Tea Tree Oil (Water Soluble) is the practical choice when the brand wants Tea Tree Oil appeal without oil-phase complexity. It combines recognizable purifying positioning, water-phase processing, and evidence-backed ingredient-family support.

- Best for water-based, clear, lightweight, and easy-rinse products
- Direct water compatibility reduces formulation friction
- 20% Tea Tree Oil concentration supports ingredient identity
- TERPINEN-4-OL 8.0% w/w Min adds specification confidence
- Clear fit for face, body, scalp, cleansing, and hygiene concepts