

Aloe Recognition, Upgraded for Modern Formulas

Aloe vera gives brands a familiar botanical story for hydration, soothing, after-sun care, and skin comfort. Aloe Vera Extract 10:1 FullAssay™ turns that recognition into a concentrated, formulation-ready ingredient platform.



Consumer-known Aloe vera story



Hydration and skin-comfort positioning



Useful across face, body, hair, sun care, and cleansing



Light-colored profile for cleaner formula aesthetics

A Strong Aloe Story in One Ingredient


At the recommended 3% use level, this 10:1 extract represents the equivalent of 30% Aloe Vera. That gives formulators a stronger Aloe vera positioning story without adding large amounts of raw gel or water.


10:1 concentrated Aloe vera value	3% use level equals 30% Aloe Vera equivalence
Water-soluble liquid format	Ideal for soothing, moisturizing, and skin-comfort formulas




FullAssay™ Preserves a Higher-Value Aloe Profile

FullAssay™ is positioned around inner-leaf gel extraction, low-temperature processing, freeze-drying, and a non-yellowing profile. This supports a premium Aloe vera story versus conventional clear extracts.

 Inner fillet source from Aloe vera pulp

 Low-temperature extraction and freeze-drying

 Preserves Aloe vera pulp polysaccharides

 Non-yellowing, light-colored liquid profile

Built for Soothing and Moisture Claims

The extract brings together glycoproteins, polysaccharides, and Aloe vera recognition to support moisturizing, conditioning, reduced visible redness, anti-irritation, and after-sun product stories.

- ✓ Moisturizing and skin-conditioning support
- ✓ After-sun and stressed-skin concept fit

- ✓ Reduced visible redness positioning
- ✓ Anti-irritation and skin-barrier comfort story

Easy to Add Across Many Formats

Aloe Vera Extract 10:1 FullAssay™ is a water-phase liquid for broad product development use. Its solubility profile and pH range make it practical for many everyday cosmetic formats.

Use level: 0.10–10.00%; recommended 3.00%

Add into the water phase

Stable pH range: 3.50–7.00

Soluble in water, glycols, and Ethanol

Avoid temperature above 60C

One Extract, Many Launchable Concepts

The ingredient fits a wide product range, from clear gels and toners to body lotions, cleansers, hair care, lip care, deodorants, and sunscreen concepts. This helps brands extend one Aloe story across multiple launches.

After-Sun Soothing Gel at 3% for a 30% Aloe story

Sensitive-Skin Comfort Serum for hydration and irritation care

Daily Hydration Toner for refreshing moisture support

Barrier-Comfort Body Lotion for dry or sun-exposed skin

Soothing Cleanser or Shampoo for mildness positioning

Evidence Supports Moisture and Redness Stories

Aloe vera ingredient-family and gel studies provide claim-building support for moisturization, stratum corneum hydration, anti-redness, and after-sun comfort positioning.

- Supports moisturizing claims by showing improved stratum corneum hydration from freeze-dried Aloe vera extract in topical formulations. Citation: Dal'Belo SE et al.
- Supports anti-redness and soothing after-sun claims by showing reduced UV-induced erythema after 48 hours with topical 97.5% Aloe vera gel. Citation: Reuter J et al.

Evidence Extends Into Recovery Positioning

Additional Aloe vera studies support a broader skin-repair and recovery story, helping brands build concepts for stressed, sun-exposed, or compromised-feeling skin.

Supports skin-repair positioning by showing accelerated split-thickness skin graft donor-site wound healing with topical Aloe Vera Gel. Citation: Burusapat C et al.

Supports after-burn recovery positioning by showing Aloe vera preparations may shorten healing time in first- to second-degree burns. Citation: Maenthaisong R et al.

Supports mechanistic skin-repair storytelling by showing improved biochemical, morphological, and biomechanical healing parameters in an animal cutaneous-wound model. Citation: Oryan A et al.

Light Color Helps Protect Formula Aesthetics

The commercial material is light-colored with a natural light green tint and is described as not yellow. This helps formulators use Aloe vera at 1-3% without significant product color change.

- Light-colored liquid, not yellow
 - Natural Aloe vera light green tint
- FullAssay™ type is positioned as non-yellowing
 - 1-3% use did not create significant color change
- Useful for clear gels, toners, serums, lotions, and masks

Choose FullAssay™ for Recognizable Aloe Value

Aloe Vera Extract 10:1 FullAssay™ helps brands combine consumer-recognized Aloe vera with concentrated value, premium extraction, light color, broad format use, and evidence-backed comfort positioning.

- ✓ Strong Aloe story: 3% equals 30% Aloe Vera equivalence
- ✓ Premium FullAssay™ inner-leaf gel positioning
- ✓ Soothing, moisturizing, and after-sun concept fit
- ✓ Broad water-phase formulation compatibility
- ✓ Clear reason to choose for botanical comfort products