

Turn Sensitivity Into a Product Advantage

Allantoin helps formulators create gentle-care products that speak directly to comfort, reduced irritation, moisturized feel, and daily-use skin support.



✓ Trusted skin-comfort active

✓ Recognizable comfrey-derived ingredient story

✓ Works across skin, scalp, baby, cleanser, and powder concepts

✓ Ideal when formulas need soothing value without added complexity

Sensitive-Skin Demand Needs Flexible Comfort Ingredients

Brands need soothing stories that can move across everyday categories, from facial care and baby care to rinse-off, scalp, sunscreen, lip, deodorant, and makeup products.

- Customers want gentle, comfortable products

- Useful after dryness, cleansing stress, chemicals, or UV-related stress

- Suitable for baby-care positioning according to source data

- ◆ Supports comfort, care, repair support, and daily-use gentleness

One Active, Multiple Gentle-Care Benefits

Allantoin gives product developers a practical benefit stack: soothing support, moisturizing comfort, skin-repair positioning, scalp-care relevance, and makeup-compatible skin-care value.



- Soothing and anti-irritant positioning

- Moisturizing humectant / moisture-binding support

- Skin-repair and renewal support

- ◆ Scalp comfort and dandruff-related positioning

- ◆ Skin-conditioning story for powders and mineral makeup

Easy to Fit Into Everyday Formats

Allantoin is a white crystalline powder with broad compatibility across water-based, cream, gel, cleansing, scalp-care, lip-care, oral-care, deodorant, sunscreen, body-care, and powder systems.

Use range: 0.10–2.00%	Soluble in water, glycols, and ethanol
Recommended use: 0.50%	Dispersible in cream or gel base
Stable pH range: 3.00–8.00; best at pH 4–8	

Build Around the 0.50% Sweet Spot

The 0.50% recommendation gives formulators a practical starting point because Allantoin's water solubility is no more than 0.5% at 25°C.



- Dissolves up to 0.5% in water at 25°C
- Dissolves up to 4% in water at 75°C
- Add at the last step within solubility limits
- ◆ Avoid temperature above 40°C during addition
- ◇ Pair with Natural Betaine to help increase solubility and improve efficiency

Skin-Repair Story With Direct Allantoin Support

Allantoin has research support that helps build a credible repair-oriented positioning story for topical products focused on comfort and healthier-looking skin.

- Supports skin-repair positioning by showing topical allantoin improved wound-healing quality in vivo through inflammation modulation, fibroblast proliferation, and extracellular-matrix synthesis. Citation: L. U. Araújo et al.
- Supports soothing and anti-irritant positioning by evaluating pure allantoin and allantoin-standardized comfrey preparations for epithelial/fibroblast cell effects and anti-irritant potential on artificially irritated human skin. Citation: V. Lj. Savić et al.

Topical Systems Reinforce Repair Positioning

Additional topical-system and in vitro comparator evidence helps formulators connect Allantoin with repair-focused development narratives.

- Supports repair-focused topical development by showing an allantoin-enriched hydrogel accelerated surgically induced skin wound healing in a rat model. Citation: R. A. Saucedo-Acuña et al.
- Supports a skin-repair reason-to-believe because allantoin was used as a positive wound-healing comparator and supported keratinocyte/fibroblast scratch-wound closure. Citation: P. Ratanachamnong et al.

Launch Concepts Across Skin, Scalp, and Makeup

Allantoin supports a wide concept pipeline, making it useful for brands that want one recognizable comfort active across multiple product families.

- Sensitive Skin Comfort Serum with 0.50% Allantoin
- Barrier-Comfort Cream or Lotion for dry or easily irritated skin
- Baby Care Lotion or Cream for gentle-care positioning
- Scalp Comfort Shampoo or Conditioner
- Skin-Care Makeup Powder for conditioning and comfort positioning



A Clean Ingredient Story Customers Recognize

Allantoin's natural occurrence in comfrey gives brands a simple, recognizable ingredient narrative while the raw material remains easy to position around comfort and care.



INCI: ALLANTOIN

Appearance: white to off-white crystalline powder

Assay: 99.0–101.0% w/w

Shelf life: 96 months from manufacturing or testing date

Long-term storage: Room (25–40C)

Why Choose Allantoin for Gentle-Care Formulas

Allantoin is a practical choice when a formula needs a recognizable comfort active, broad format flexibility, and evidence-backed support for soothing and repair-oriented positioning.

- Strengthens sensitive-skin and baby-care stories
- Adds moisturizing and skin-conditioning value
- Works in leave-on, rinse-off, scalp, lip, body, sunscreen, and powder formats
- Supports repair-focused claim-building narratives
- Simple use guidance helps formulators adopt it quickly