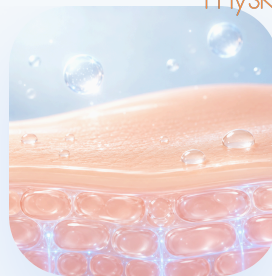


Hydration That Feels Light

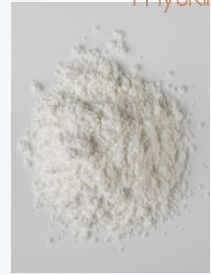
Natural Betaine helps formulators answer a clear market need: moisturizing products that feel comfortable, smooth, and non-sticky. It supports soothing, barrier-supportive, and sensorially elegant formulas across everyday care and active systems.



- ✓ Light-feel moisturizing story
- ✓ Comfort support for irritation-prone formulas
- ✓ Useful across skin, hair, oral care, cleansing, and wipes
- ✓ A practical alternative when Glycerin tackiness is a concern

Meet Natural Betaine

Natural Betaine (Betaine Anhydrous Powder) is a water-soluble moisturizing and anti-irritant ingredient extractable from sugar beet. It is designed for formulators who need hydration, comfort, and improved skin feel in a simple water-phase ingredient.



- INCI Name: Betaine / BETAINE
- White fine powder or almost-white crystalline particle
- Water-soluble and easy to add into the water phase
- Recommended use level: 3.00%

A Better Sensory Hydration Story

Consumers want moisturization that does not leave a heavy or sticky afterfeel. Natural Betaine gives brands a clean hydration angle while helping skin feel soft, smooth, and comfortable.

- ◇ Humectant moisturizing performance
- ◇ Helps avoid sticky skin feel commonly associated with Glycerin

- Helps maintain water balance below the skin surface
- Supports smoother, softer-feeling skin

Comfort for Active Formulas

Natural Betaine is especially useful where formulas may feel harsh or irritating. The source data supports positioning around improved comfort in systems containing ingredients such as Salicylic Acid (BHA).

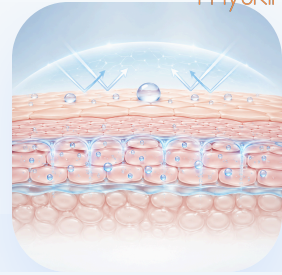
- Suitable for acne care and clarifying systems
- Helpful in exfoliating toners and active serums
- Supports anti-irritant positioning
- Improves the user comfort story for active formats



Barrier-Supportive Moisturization


Beyond basic humectancy, Natural Betaine supports a stronger-feeling skin barrier story. It helps formulas communicate moisture balance, skin comfort, and smoother-feeling skin in a formulation-friendly way.


- ✓ Helps replenish moisture
- ✓ Supports a stronger-feeling skin barrier
- ✓ Helps skin feel smoother and softer
- ✓ Fits soothing and barrier-support moisturizer concepts





One Ingredient, Many Categories

Natural Betaine gives product developers one multifunctional ingredient that can support several product lines. Its value extends from leave-on hydration to cleansing comfort, hair care, oral care, and wet wipes.

 Skin care: cream, lotion, clear gel, toner, serum

 Cleansing: soap, facial cleanser, shampoo

 Hair care: moisture, shine, scalp comfort concepts

 Oral care and wet wipes: comfort and moisture maintenance

Formulation Made Simple

Natural Betaine is practical for R&D teams because it fits common cosmetic systems and is straightforward to process. Its water solubility and broad pH compatibility help reduce formulation complexity.

- Use range: 2.00% - 10.00%; recommended 3.00%

- Stable pH range: 3.50 - 7.00

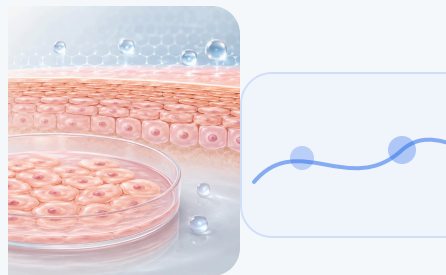
- Heat tolerant; avoid heat above 80C

- Add into the water phase

- Maximum use from source guidance: not exceeding 10%

Proof for Claim-Building

An in vitro genome-wide skin study reported that betaine modulated epidermal keratinocyte gene expression and strongly upregulated keratin 2 in UVB irradiated organotypic 3D cultures. This supports an evidence-backed story around barrier-related biology and epidermal differentiation support.



- Study model: UVB irradiated organotypic 3D cultures
- Reported response: strong keratin 2 upregulation
- Commercial interpretation: barrier-supportive positioning
- Useful alongside moisturizing and anti-irritant benefits

Ready Product Concepts

Natural Betaine can be translated into multiple customer-ready concepts, from soothing actives to daily comfort care. These ideas help brands turn the ingredient into clear marketable product stories.

Soothing BHA toner or serum

Non-sticky daily hydration serum

Barrier-support cream or lotion

Foaming facial cleanser or shampoo

Oral care comfort product or moisturizing wet wipes

Why Choose Natural Betaine

Natural Betaine is a versatile choice when a formula needs hydration, comfort, and better sensory appeal without adding unnecessary complexity. It gives formulators a practical route to soothing, moisturizing, barrier-supportive, and cleansing-enhancing product stories.

- ✓ Comfortable moisturization with less sticky feel
- ✓ Anti-irritant positioning for active and daily formulas
- ✓ Broad category fit from skin care to oral care
- ✓ Simple water-phase incorporation
- ✓ Evidence-backed support for barrier-related claim concepts