



FORMULATORS' GUIDE

FACIAL CLEANSERS

Facial cleansing is evolving: discover new formulation opportunities.

INCA OMEGA OIL · Omega-rich oil

SEBOREDUCTYL · Seboregulation

PORE REDUCTYL NT · Pore reduction

COBIO AHA V2 · Hydration / exfoliation

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In this guide, we will explore new trends in facial cleansing ranging from emerging concepts to innovative product formats. Additionally, we will share a selection of active ingredients from Cobiosa, along with formulation ideas to inspire future developments.

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Key demands in facial cleansing

02 PRODUCT NEWS
Innovation in formats, textures, and usage.

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Ensure the efficacy of your products with Cobiosa's selection of active ingredients.

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Turn your ideas into products tailored to the market.



01 TOP CLAIMS IN FACIAL CLEANSING

Facial cleansing is an essential step in any skincare routine. However, in 2026/27, its role goes beyond simply removing impurities: new cleansers aim to combine efficacy, gentleness, and additional benefits, tailored to the specific needs of each skin type.

BEYOND CLEANSING

Facial cleansing is evolving toward multifunctional formulas that not only remove impurities but also aim to preserve hydration, respect the skin barrier, and maintain the skin's balance.

Each skin type requires a cleansing routine tailored to its specific characteristics and needs.

DRY SKIN

Gentle cleansing that avoids a feeling of tightness and helps preserve skin comfort.

- Hydration
- Strengthening of the barrier function
- Soothing and softening

OILY SKIN

Purifying cleanser that removes excess sebum without drying out the skin or disrupting its natural balance.

- Sebum control
- Reduction of shine
- Pore reduction

COMBINATION SKIN

Balancing cleanser that addresses the different needs of the dry and oily areas of the face.

- Hydration
- Sebum control
- Shine control

By 2026/27, facial cleansing will evolve from a mere hygiene step into a multifunctional care ritual, where cleansing efficacy goes hand in hand with product claims tailored to the specific needs of each skin type.

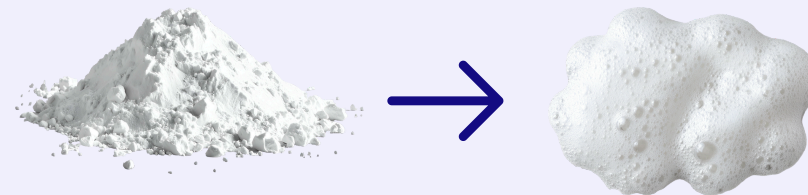
02 NEW FACIAL CLEANSERS

A clear trend is emerging: there is a growing demand for **product formats that change texture upon application to the skin**. Many brands have already launched products of this kind onto the market.

01 POWDER-TO-FOAM CLEANSERS

When mixed with water, the **powder turns into a cleansing foam**. You can adjust the amount of water to achieve different consistencies.

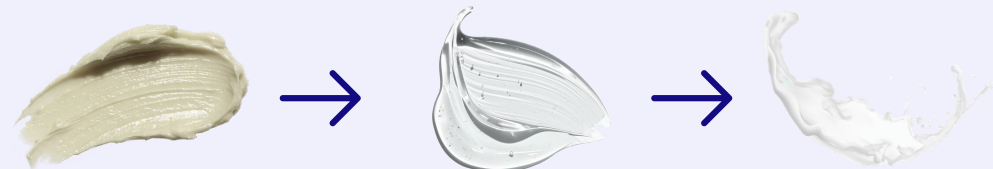
- KIEHL'S
Rare Earth Deep Pore-Minimizing Powder Cleanser.
- ANUA
Rice Enzyme Brightening Cleansing Powder



02 TRI-PHASE CLEANSERS

A sensory experience featuring textures that transform progressively during application to remove makeup and impurities. (**balm** → **gel** → **milk**)

- DP DERMACEUTICALS
Tri-phase Cleanser





SEBOREDUCTYL

A multifunctional botanical complex that regulates sebum production, reduces shine, and improves the appearance of pores, promoting balance in oily skin and scalps.

Multifunctional sebum-regulating action: it inhibits 5 α -reductase and combines astringent, mattifying, and soothing properties to control excess oil without a rebound effect.

INCI: Aqua (Water), Butylene Glycol, Hydrolyzed Yeast Protein, Fomes Officinalis (Mushroom) Extract, Pyridoxine, Niacinamide, Panthenol, Allantoin, Threonine, Biotin.

Solubility: Hydrosoluble, compatible with alcohol (max. 30 °C)

Usage dosage: 5–10%.

IN VITRO

-34,2%

5 α -reductase activity

4% active · 24 h · Human fibroblasts

IN VIVO

-21,2%

Sebum production

2% + 10% · 14 days · 10 volunteers

IN VIVO

90%

Notice less visible pores

2% + 10% · 14 days · 10 volunteers



PORE REDUCTYL NT

An active ingredient derived from the pulp of the fungus *Fomes officinalis*, cultivated in a laboratory (lab-grown) to ensure its purity and efficacy.

Thanks to its agaric acid content, it acts as a natural **astringent**, reducing the appearance of pores both **immediately** and over the **long term** and providing an **antiperspirant effect**.

INCI: Propanediol, Aqua, Fomes Officinalis Extract

Solubility: Hydrosoluble

Usage dosage: 2–5%

IN VIVO

-18,3%

Immediate effect
Pore visibility

3% active · 15 min · 15 volunteers

IN VIVO

-10,7%

Long-term effect
Visibility of pores

5% active ingredient · 28 days · 21
volunteers (45–65 years old)

IN VIVO

75%

**Volunteers with reduced
perspiration**

Antiperspirant effect

5% active · 8 h · 20 volunteers



INCA OMEGA OIL

100% natural vegetable oil obtained from the **seeds of Sacha Inchi** (*Plukenetia volubilis*), native to the Peruvian Amazon. **Rich in Omega-3, 6, and 9**, it nourishes the skin, strengthens its barrier function, and helps maintain hydration.

Extracted via cold pressing to preserve its natural components and **antioxidant properties**.

INCI: Plukenetia Volubilis Seed Oil

Solubility: Liposoluble

Usage dosage: 2–5%

IN VIVO

+150%

Improved hydration

5% active · 2 hours · 10 volunteers

IN VIVO

-8,5%

Transepidermal water loss

30 days · 13 volunteers

IN VIVO

100%

Softer skin

5% active · 1 month · Subjective evaluation



COBIO AHA V2

A synergistic complex of **alpha-hydroxy acids (AHAs)** enriched with moisturizing agents, such as oligosaccharides and urea, which promotes skin renewal through gentle **exfoliation**, improving its texture, hydration, and radiance.

Its alpha-hydroxy acids are partially neutralized to minimize intolerance reactions, ensuring excellent **skin compatibility**.

INCI: Aqua (Water), Glycerin, Sodium Lactate, Glycolic Acid, Sucrose, Urea, Sodium Citrate, Malic Acid, Tartaric Acid

Solubility: Hydrosoluble

Usage dosage: 2–10%

IN VIVO

-5,6%

Immediate effect
Desquamation index

5% active ingredient · After application ·
12 volunteers

IN VIVO

-9,0%

After continued use
Desquamation index

5% active ingredient · 7 days · 12
volunteers

IN VIVO

100%

Skin compatibility
Very good tolerance

5% active ingredient · 7 days · 12
volunteers

04 FORMULATION IDEAS

OILY GEL (PROT. 204/26)

PHASE	RAW MATERIAL	INCI	%
1	SAPOGEL Q	GLYCERIN, AQUA, QUILLAJA SAPONARIA WOOD EXTRACT, SAPONARIA OFFICINALIS LEAF/ROOT EXTRACT	20,95
2	PORE REDUCTYL NT	AQUA, BUTYLENE GLYCOL, FOMES OFFICINALIS EXTRACT, PHENOXYETHANOL, PEG-40 HYDROGENATED CASTOR OIL	3,00
3	SHEA BUTTER	BUTYROSPERMUM PARKII BUTTER	5,00
	MYRITOL 318	CAPRYLIC/CAPRIC TRIGLYCERIDE	66,45
	CETIOL LC	COCO-CAPRYLATE/CAPRATE	2,00
	CETIOL CC	DICAPRYLYL CARBONATE, TOCOPHEROL	2,00
	BIOXAN T70C	TOCOPHEROL, GLYCINE SOJA OIL	0,50
4	PERFUME	PERFUME	0,10
TOTAL			100,00

Note: It is the formulator's responsibility to ensure the stability of the formulas through the necessary testing..

MANUFACTURING PROCESS

1. Add phases 1 and 2 and mix at maximum speed.
2. Pre-mix phase 3 and heat until you get a homogeneous mixture.
3. Slowly add phase 3 to phases 1 and 2, keeping continuous stirring.
4. Add phase 4 to the mixture of phases 1, 2, and 3.

MARKETING CLAIMS

- Helps minimize the appearance of enlarged pores.
- Promotes smoother, more even-looking skin.
- Helps improve skin texture through its astringent action.
- Provides nourishment and softness, thanks to a blend of emollients.



04 FORMULATION IDEAS

BALANCING CLEANSING GEL (PROT. 386/26)

PHASE	RAW MATERIAL	INCI	%
1	DEMINERALIZED WATER	AQUA	43,90
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00
	GLYCERIN	GLYCERIN	5,00
2	PLANTACARE 1200	AQUA, LAURYL GLUCOSIDE	11,00
	EVERSOFT ACS	SODIUM COCOYL ALANINATE, AQUA, COCONUT ACID, SODIUM CHLORIDE	20,00
	DEHYTON PK	COCAMIDOPROPYL BETAINE, SODIUM BENZOATE, AQUA	5,00
	PERFUME WHITE WOODS	PERFUME	0,10
3	COBIOBALANCE	GLYCERIN, AQUA, POLYMNIA SONCHIFOLIA ROOT JUICE	5,00
	SEBOREDUCTYL	AQUA, HYDROLYZED YEAST PROTEIN, BUTYLENE GLYCOL, FOMES OFFICINALIS EXTRACT, PYRIDOXINE HCL, NIACINAMIDE, PANTHENOL, ALLANTOIN, THREONINE, CHLORPHENESIN, BIOTIN, PEG-40 HYDROGENATED CASTOR OIL, PHENOXYETHANOL	2,00
4	OXETAL VD 92-MB	PEG-90 GLYCERYL ISOSTEARATE, LAURETH-2, AQUA	1,00
5	LACTIC ACID 20%	LACTIC ACID, AQUA	4,00
TOTAL			100,00

Note: It is the formulator's responsibility to ensure the stability of the formulas through the necessary testing..

MANUFACTURING PROCESS

1. Add phase 1 and homogenize.
2. Premix phase 2.
3. Add phase 1 to phase 2.
4. Add phase 3 to the mixture of phases 1+2.
5. Add phase 4 to the mixture of phases 1+2+3 and mix vigorously.
6. Add phase 5 to the mixture of phases 1+2+3+4.

MARKETING CLAIMS

- Purifying cleanse and control of excess sebum.
- Prebiotic action that promotes a balanced skin microbiota.
- Helps regulate pH and improve skin comfort.



04 FORMULATION IDEAS

CLEANSING MILK (PROT. 253/26)

PHASE	RAW MATERIAL	INCI	%
1	WATER	AQUA	76,79
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00
	1,3 PROPANEDIOL	PROPANEDIOL	3,00
2	GLYCERIN	GLYCERIN	3,00
	SATIAXANE CX911	XANTHAN GUM	0,25
3	TEGOCARE PBS 6 MB	POLYGLYCERYL-6 STEARATE, POLYGLYCERYL-6 BEHENATE	3,50
	MYRITOL 318	CAPRYLIC/CAPRIC TRIGLYCERIDE	5,00
	CHIAPROTECT	SALVIA HISPANICA SEED OIL	4,00
	INCA OMEGA OIL	PLUKENETIA VOLUBILIS SEED OIL	1,00
	BIOXAN T70C	TOCOPHEROL, GLYCINE SOJA OIL	0,20
4	LACTIC ACID 20%	LACTIC ACID, AQUA	0,07
5	PERFUME	PERFUME	0,20
TOTAL			100,00

Note: It is the formulator's responsibility to ensure the stability of the formulas through the necessary testing..

MANUFACTURING PROCESS

1. Add phase 1 and homogenise.
2. Pre-mix phase 2.
3. Add phase 2 to phase 1 and heat to 80°C
4. Pre-mix phase 3 and heat to 80°C
5. Add phase 3 to phases 1 and 2 and homogenise using the turbo function.
6. Cool phases 1, 2 and 3 to below 40°C and add phase 4.
7. Adjust the pH with phase 4.
8. Add phase 5 and homogenise.

MARKETING CLAIMS

- Gentle, nourishing cleansing that respects the skin’s comfort.
- Helps protect the skin barrier and maintain hydration.
- Rich in essential fatty acids, it promotes soft, comfortable skin.





FORMULATORS' GUIDE

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