



GUIDE FOR FORMULATORS

MILKY TONERS

Toners are reinvented in “milky” format: a more sensorial version to hydrate, soothe, and improve the skin barrier function.

STEMCEM QUILLAY

PHYTO CERAMIDYL OMEGA N

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In this guide, we will discover what “milky toners” are, why they have become so viral, and what their main benefits for the skin are. In addition, we will present 2 ideal active ingredients for these formulations, along with formulation ideas for your upcoming launches.

01**WHAT ARE MILKY TONERS?**

A more trendy and sensorial version. Market analysis.

02**MAIN SKIN BENEFITS:**

Barrier function improvement, hydration, and comfort.

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Stemcem Quillay y Phyto Ceramidyl Omega N.

04**MILKY TONERS FORMULATION:**

Formulation ideas. Marketing claims.



01 WHAT ARE MILKY TONERS?

Milky toners reinvent the traditional toner with a milky, enveloping texture designed to hydrate, soothe, and strengthen the skin barrier function from the first steps of the routine.

A MORE SENSORIAL VERSION

Milky toners stand out for their **milky, light, and fluid texture**, halfway between a watery toner and a soft emulsion.

Their sensoriality is one of their main appeals: they glide easily over the skin, providing an immediate sensation of hydration, freshness, and comfort without leaving a greasy or heavy finish.

A MORE TRENDY VERSION

Driven by **K-Beauty** and the rise of **skin barrier care**, milky toners have become the new must-have.

They respond to a very current need: consumers looking for effective products that are less aggressive, more sensorial, and suitable **for sensitive or dehydrated skin.**

+132% searches for milky toners in 2025

(Spate, BeautyMatter, 2025)

+7,4% CAGR (2026-2034) Skin Barrier Repair Market

(Strategic Market Research)

75% associate texture with perceived efficacy (China)

(Mintel, BeautyMatter)

The rise of **K-Beauty**, the obsession with the **skin barrier**, and the search for **sensorial textures** have turned milky toners into a trending product. Their growth in searches and social media shows that **consumers are rediscovering toners**, but now they want them to be more sensorial and multifunctional.

02 MAIN SKIN BENEFITS

Milky toners combine the lightness of a toner with the comfort of an emulsion, providing hydration, softness, and skin barrier care in a single step.

01 BARRIER FUNCTION

They help strengthen the skin's protective structure by providing lipids, such as **ceramides**, and supporting key epidermal proteins, such as **filaggrin**.

They contribute to a more resilient, balanced barrier, better prepared against external aggressors.

02 HYDRATION

A strengthened skin barrier helps preserve hydration and reduce the sensation of dryness.

In addition, milky toners are often formulated with humectants and emollients that **attract, retain, and help seal water** into the skin, providing softness, flexibility, and comfort.

03 COMFORT

Their milky texture envelops the skin with an immediate sensation of softness and well-being.

Ideal for routines focused on **dry, sensitive skin** or skin with a feeling of tightness.

A complete combination that brings together active ingredients aimed at strengthening the skin barrier, ingredients for long-lasting hydration, and a milky texture that provides softness, comfort, and immediate well-being.

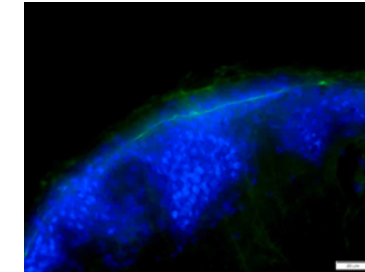


03 STEMCEM QUILLAY

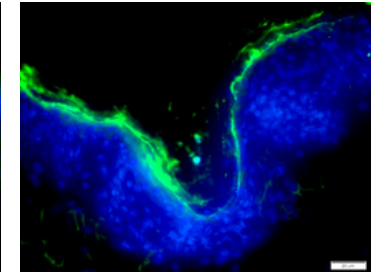
Quillaja saponaria stem cell extract, the tree of resilience, which helps promote epidermal cohesion for a strengthened skin barrier function.

Promotes the synthesis of filaggrin: an essential protein for maintaining the architecture of the skin barrier.

BASAL CONTROL



1% STEMCEM QUILLAY



■ Filaggrin

INCI: Quillaja saponaria callus extract, Glycerin

Solubility: hydrosoluble

Dose of use: 1 - 2%

EX VIVO

+53,1%
filaggrin synthesis
vs. basal control

1% STEMCEM QUILLAY · Keratinocytes

IN VIVO

+18,2%
skin firmness

2% STEMCEM QUILLAY · 21 vol · 56 days

IN VIVO

+15,3%
skin elasticity

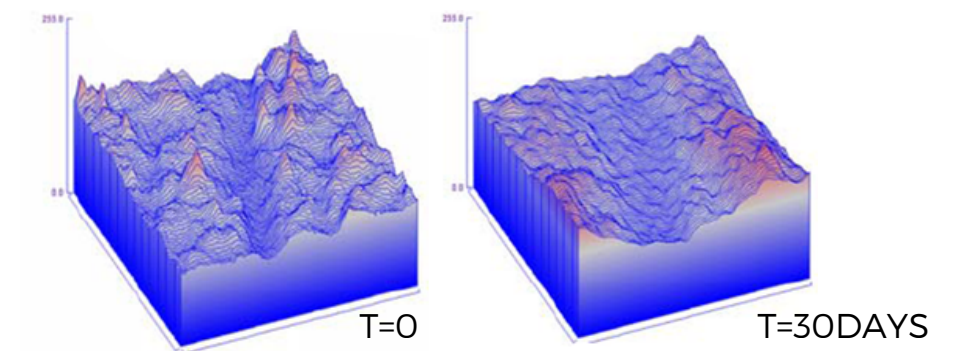
2% STEMCEM QUILLAY · 21 vol · 56 days

03 PHYTO CERAMIDYL OMEGA N

Active ingredient composed of a perfect balance of botanical-origin omega fatty acids, with Ceramide NP in an olive oil base.

Complete protective treatment: for weak, dry, mature, and sensitive skin.

5% PHYTO CERAMIDYL OMEGA N



INCI: Plukenetia Volubilis Seed Oil, Olea Europaea (Olive) Fruit Oil, Aqua (Water), Glycerin, Ceramide NP, Polyglyceryl-10 laurate, Citric acid, Tocopherol

Solubility: hydrodispersable

Dose of use: 3 - 5%

IN VIVO

+25,22%
skin elasticity

5% PHYTO CERAMIDYL OMEGA N ·
20 vol · 30 days

IN VIVO

+22,23%
skin softness

5% PHYTO CERAMIDYL OMEGA N ·
20 vol · 30 days

IN VIVO

-11,63%
wrinkle depth

5% PHYTO CERAMIDYL OMEGA N ·
20 vol · 30 days

04 MILKY TONERS FORMULATION

FORMULATION IDEAS:

- Barrier Milky Toner
- Hydra-Comfort Milky Toner
- Sensitive Skin Milky Toner
- Skin Prep Milky Toner
- Glow Skin Milky Toner
- Recovery Milky Toner

MARKETING CLAIMS:

- Skin Barrier Protection
- Skin Hydration & Comfort
- For sensitive skins
- Skin Glow
- Milky texture

PRO-FILAGGRIN MILKY TONER

PHASE	RAW MATERIAL	INCI	%	SUPPLIER
1	WATER	AQUA	74,84	-
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00	COMERCIAL QUIMICA JOVER
	1,3 PROPANEDIOL	PROPANEDIOL	3,00	CONNECT CHEMICALS
2	GLYCERIN	GLYCERIN	3,00	CREMER OLEO GmbH & Co. KG
	SATIAXANE CX911	XANTHAN GUM	0,20	CARGILL
3	TEGOCARE PBS 6 MB	POLYGLYCERYL-6-STEARATE, POLYGLYCERYL-6-BEHENATE	3,50	EVONIK
	MYRITOL 318	CAPRYLIC/CAPRIC TRIGLYCERIDE	5,00	BASF
	CETIOL CC	DICAPRYLYL CARBONATE, TOCOPHEROL	5,00	BASF
	BIOXAN T70C	TOCOPHEROL, GLYCINE, SOJA OIL	0,20	BTSA
4	STEMCEM QUILLAY	QUILLAJA SAPONARIA CALLUS EXTRACT, GLYCERIN, PENTILENE GLYCOL	2,00	COBIOSA
5	LACTIC ACID 20%	LACTIC ACID, AQUA	0,07	-
6	PARFUM	PARFUM	0,20	-
TOTAL			100,00	

MANUFACTURING PROCESS

1. Add phase 1 and homogenize.
2. Premix phase 2.
3. Add phase 2 to phase 1 and heat up to 80°C.
4. Premix phase 3 and heat up to 80°C.
5. Add phase 3 to phases 1 and 2 and homogenize with a turbo mixer.
6. Cool phases 1+2+3 to below 40°C and add phase 4.
7. Adjust pH with phase 5.
8. Add phase 6 and homogenize.



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