

Cornelius presents ‘Naturals’ in personal care at SCS Formulate 2017

August 2017- How can formulators meet expected natural and ethical regulations while ensuring personal care products are at the level of ‘natural’ that consumers expect?

Cornelius, the leading European distributor and manufacturer of speciality ingredients to the personal care sector, will be addressing the natural trend at the forthcoming SCS Formulate 2017 event.

Trevor Barker, Technical Business Development Manager for the Cornelius Care UK team, will be presenting ‘Navigating Naturals’, as part of the Inspire programme. These are a series of supplier-led presentations featuring the latest product developments, formulating techniques and innovations within the UK personal care and cosmetics Industry.

“Let’s face it, natural is all the rage,” comments Mr Barker. “Whether it’s what we eat, what we put on our bodies or what we use in our homes, people everywhere are making a choice to go natural.

“Consumers want more control over the ingredients used in their beauty products. The natural ingredients trend shows an increase in the traceability required, with local sourcing and sustainability being a focus for brands. But what constitutes natural and how are these personal care ingredients measured to ensure creditability?”

Mr Barker, who has nearly 30 years’ experience in the personal care industry, will present a guide to several certification bodies including Cosmos, ISO Natural Standard, Halal, Vegan, Nordic Swan, Fair Trade and RSPO.

Over 200 companies are expected to exhibit at SCS Formulate, the UK’s largest exhibition for personal care and cosmetic products, which is due to take place at the Ricoh Arena in Coventry, on the 14-15 November 2017.

In addition, Cornelius will be exhibiting at the show with the Cornelius Care UK Team on hand to discuss formulation requirements, provide technical assistance and offer guidance on up and coming trends.

Cornelius works with a number of dedicated partners to deliver high quality, fully traceable ingredients and raw materials for the care products sector. Cornelius solutions are developed through collaboration with supply partners and the Cornelius Care UK Team.

Complementing its diverse range of cosmetics ingredients, Cornelius delivers innovative raw materials to be used in hair, skin, sun, wash and oral care formulations.

Cornelius can be found on Stand 421 with Trevor Barker’s ‘Navigating Naturals’ presentation taking place on November 15, at 3.10pm in Room A.

For more on Cornelius, please visit www.cornelius.co.uk.

