

Press Release

Visible ingredients for shower gels and scrubs

With its innovative WorléeSoft Beads, the company Worlée has developed solid particles that can be used as visible carriers for ingredients with advertising appeal.

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A shower gel with added aloe vera? Or perhaps rather a shower scrub with vitamin E? Many of today's body care products contain a wide variety of ingredients intended to entice consumers into making a purchase. Features that sound good on the package description, however, are practically never discernible in the product itself. With its new WorléeSoft Beads, the Hamburg family company Worlée has successfully produced cosmetic particles that can be used as visible carriers of ingredients with advertising appeal. Tiny aloe vera particles in a new skincare shower gel? Starting now, this problem is history.

With their special composition, WorléeSoft Beads retain a solid particle form that only softens in water-based formulations and emulsions. They can be used in leave-on and rinse-off products and are particularly suitable for sustainable shower gels, shower scrubs or even shaving gels. These small active ingredient carriers are made from 95 percent sustainable raw materials. The product contains no preservatives and is completely free of animal-derived components and genetically-modified basic raw materials.

The innovative particles from Germany are now available in different sizes in the varieties Aloe Vera, Vitamin E, Cranberry and Sunflower Oil, which are filled with active ingredients, as well as the non-filled varieties Blue and Red. Development of custom-made particles with colors and active ingredients according to customers' wishes is also possible.

About Worlée

For more than 160 years Worlée has delivered raw materials from all over the world to its customers. We are an international raw material producer and service company with three units: Chemical Raw Materials, Natural Raw Materials and Cosmetic Raw Materials. The

combination of a high quality approach, technical know-how and intuition for trends and market developments is the reason why Worlée is a reliable partner – in all three divisions.

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