

Hot Pours Are “Hot” Products

Although emulsion-based creams and lotions have ruled the skin care world for generations, one of the hottest trends in high end, functional skin treatment products is the “hot pour” base. This waterless technology has roots in pre-emulsion petrolatum and wax based treatments. Although these functioned well, they were greasy and unappealing to use.

In contrast, advances in available waxes and oils for skin care products, today, lend themselves to undiluted hot pour bases that penetrate, hydrate and protect skin in cosmetically elegant, waterless bases.

“Butters, balms and rubs are an expanding category for bath and personal care companies” reports Pat Campbell, Executive Vice President of COUGHLAN PRODUCTS. “Just check the skin care counters and aisles, upscale or mass, and you can’t help but notice the increasing number of products in tins, pots, tubes and sticks instead of bottles. With these, water is no longer the first ingredient!”

As a leader in the custom formulation and manufacture of personal care and bath products, Coughlan is committed to remain on the cutting edge of emerging trends. “We have increased the depth of our technical staff and installed a separate hot pour manufacturing area in our plant,” says Coughlan President, Randy Reynolds. “We can now offer our customers the flexibility to fill balms, thickened scrubs, and lip glosses into collapsible tubes, jars, tins or pots. Erodable sticks can deliver fragrance or lip balm. Our molding capability provides for a wide range of custom and stock shapes for moisturizing or massage bars and specialty soaps.”

Although marketers are attracted by creative packaging, they also know that today’s sophisticated consumer is seeking “real” benefits in their skin care products. These include cell regeneration, skin renewal and an overall healthy response from skin nutrition, treatment, and repair products. “Our new hot pour products enable delivery of functional ingredients, directly where they are needed on the body, allowing them to penetrate skin while forming a protective layer to keep them on skin,” says Coughlan’s Research and Development Vice President, Dr. Laura Spaulding. “Water-based products can carry ingredients too quickly through the skin. Overly greasy products can prevent vitamins, extracts and other additives from ever reaching the skin. Our new, non-greasy hot-pour bases strike just the right balance.”

Innovative ingredients, with the benefits they provide, can be formulated to be carried in specific butter, balm and rub bases. “Our customers are asking for skin care products containing protein-rich marine extracts where amino acid complexes, inherent in sea plants, can penetrate

the skin. For marine, and other extracts, and vitamins such as E, K and H, these non-diluted bases offer us versatility and our customers a point of difference,” states Spaulding.

“The opportunity to meet, and target to exceed, customers’ expectations in terms of technology, leadership and innovation is our business objective,” says Campbell. “We have long been respected for our excellence in our traditional areas of technology: effervescence, tableting, bath salts and powders, and exfoliating scrubs. Our commitment is to continue our tradition of technology excellence in our staffing, new equipment and quality standards.”

Creating Bath & Body Products - From Concept To Customer.



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