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Rethinking makeup removal in wipe formats

Balancing performance, mildness,
and formulation efficiency

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Effective cleansing systems must remove makeup efficiently while maintaining skin compatibility. As demand for gentle and sensitive-skin-focused products continues to increase,² this balance becomes even more critical.

Removing waterproof makeup

Waterproof and long-wear cosmetics are designed to resist removal, increasing formulation complexity.

Stability after dilution

Maintaining stability and performance after dilution is essential.

Sensory expectations

Consumers expect a clean, soft, non-greasy feel.

Substrate compatibility

Formulation and substrate interaction directly impact performance.





The role of wipe substrates

Substrates play a critical role in delivery and performance. Different materials offer varying:

- Absorption capacity
- Liquid release behavior
- Sensory experience

A well-designed system ensures consistent delivery to the skin.

Formulation approaches: Traditional vs. system-based

Traditional approach

- Flexible
- Complex
- Time-intensive

System-based approach

- Pre-optimized
- Simplified
- Consistent

As timelines compress, interest in simplified approaches continues to grow.

Simplifying formulation without compromising performance

Increasing formulation complexity can extend development timelines and introduce variability.

Simplified systems help by:

- Reducing formulation variables
- Minimizing trial-and-error
- Supporting consistency

To address these challenges, formulators are increasingly exploring optimized, ready-to-use systems that combine key functional components into a single solution.

Solutions such as **Geomulse® Cleanse** are designed with this approach in mind, providing a simplified starting point for developing high-performance makeup remover wipes.

Why Geomulse® Cleanse

Geomulse® Cleanse is Arxada's cleansing platform for modern wipe applications, developed to address the industry's long-standing compromise between performance, mildness, and formulation efficiency.

Designed to effectively remove waterproof makeup while remaining gentle on skin, the platform supports naturally positioned formulations and simplifies wipe development through a pre-optimized, concentrate format.





Practical considerations for wipe formulation

Dilution strategy

Provides flexibility while maintaining performance

Liquid loading

Impacts cleansing and sensory experience

Processing conditions

Cold-process systems simplify manufacturing

Fragrance compatibility

Supports sensory customization

Preservation

Required after dilution for stability and safety

Using a pre-optimized system can streamline these decisions—allowing formulators to focus on performance and sensory outcomes.

Geomulse® Cleanse Concentrate is the commercial format through which the **Geomulse® Cleanse** platform is supplied.



Conclusion: The future of wipe formulation

The future of makeup removal wipes lies in balancing:

- High-performance cleansing
- Gentle formulations
- Efficient development

Formulators are increasingly seeking solutions that deliver both performance and simplicity.

Geomulse® Cleanse is designed as a scalable cleansing platform, enabling brands to address today's makeup remover wipe needs while supporting future expansion into additional wipe formats and skin-focused applications.

Accelerating time to market

Simplified approaches can:

- Reduce development complexity
- Improve consistency
- Enable smoother scale-up

Ready-to-use systems help minimize trial-and-error and accelerate development timelines.



Put your knowledge into action

Put your understanding of effective makeup removal and wipe formulation to work—developing products that deliver strong cleansing performance while maintaining a gentle skin feel.

Explore how simplified, ready-to-use systems such as **Geomulse® Cleanse** can help streamline formulation, reduce development complexity, and support consistent results from concept through production.

Designed for modern wipe applications, these solutions enable formulators to create high-performance, naturally positioned products with greater efficiency and confidence.

We are committed to supporting innovation in personal care through technical expertise and practical formulation solutions. Contact us to learn more or to request samples.

References

- ¹ Mintel, Global Beauty & Personal Care Trends
- ² Mintel GNPD (Global New Products Database)
- ³ Euromonitor International, Beauty and Personal Care Reports



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