



Geomulse® Cleanse FAQ

Personal Care / Global

A ready-to-use concentrate system designed to simplify formulation and deliver high-performance makeup remover wipes.





What is Geomulse® Cleanse Concentrate?

Geomulse® Cleanse Concentrate is a ready-to-use concentrate cleansing system designed for makeup remover wipes. When diluted with water and applied to wipe substrates, it delivers effective makeup removal—including waterproof makeup—while maintaining a gentle skin feel.

What makes Geomulse® Cleanse different?

Geomulse® Cleanse combines strong cleansing performance with a mild, skin-friendly profile in one complete system—helping simplify formulation and bring high-performing, naturally positioned wipes to market faster.

How does Geomulse® Cleanse perform compared to benchmark wipes?

Geomulse® Cleanse is designed to deliver effective removal of makeup—including waterproof formulations—while maintaining a mild skin feel. Performance can be optimized based on formulation and substrate, with Arxada support available to help meet specific targets.

Is it effective at removing waterproof makeup?

Yes. It effectively removes oil, dirt, and waterproof makeup such as mascara, eyeliner, and long-wear lipstick—without compromising skin comfort.

Is it suitable for sensitive skin?

Yes. It is designed to be gentle and mild, making it suitable for sensitive skin and daily use.

Why is it called a “concentrate”?

Because it's designed to give you more flexibility and efficiency. Supplied in a concentrated format and diluted before use (typically around 10x), it helps reduce processing time, lower logistics impact, and simplify manufacturing.

- Greater formulation flexibility
- More efficient processing
- Reduced shipping and storage impact

Is Geomulse® Cleanse naturally derived?

Yes. It is made with 100% naturally derived ingredients, supporting clean and natural product positioning.

What is it free from?

Geomulse® Cleanse is formulated without:

- PEG, EO, PO, and 1,4-dioxane
- Alcohol and SLS
- Mineral oil, silicones, and animal-derived ingredients

Can it be used with different wipe substrates?

Yes. Designed for versatility, it is compatible with a wide range of substrates, including natural, synthetic, and biodegradable materials.

How is it used in formulation?

It's designed to simplify formulation. A typical starting point is around 10x dilution, with flexibility to adjust based on substrate and performance goals. Arxada can support optimization to help you achieve the desired balance of performance and sensory profile.

How does Geomulse® Cleanse help speed up development?

By providing a ready-to-use system, **Geomulse® Cleanse** reduces the need for multi-ingredient formulation and trial-and-error testing—helping streamline development and accelerate time to market.

Is it easy to process?

Yes. It is designed for simple, cold processing—helping reduce manufacturing steps, save time, and streamline development.

Is Geomulse® Cleanse suitable for scale-up and production?

Yes. It is designed for ease of manufacturing and consistent performance, supporting both pilot and full-scale production.

Can fragrance be added?

Yes. It is fragrance compatible and can be customized to meet different sensory preferences.

Does the final formulation need a preservation system?

Yes. While the concentrate is preserved as supplied, a suitable preservation system should be added after dilution to ensure the stability and safety of the final wipe formulation throughout its intended shelf life. Arxada can recommend appropriate options based on formulation needs and regional requirements.

Does it require heating or special processing?

No. It is designed for cold processing and easy integration into standard wipe manufacturing.

What is the recommended liquid loading for wipes?

Designed for flexibility, **Geomulse® Cleanse** works across a range of wipe formats. A typical starting guideline is a 3.5:1 liquid-to-substrate ratio, which can be optimized based on:

- Wipe grammage (GSM)
- Substrate type
- Desired performance and sensory profile

Arxada can help optimize this for your specific application.

What technical support does Arxada provide?

Arxada offers technical support to help optimize formulation, select compatible ingredients such as preservation systems, and tailor performance based on your substrate and product goals.

What is Geomulse® Cleanse ideal for?

Ideal for creating high-performance makeup remover wipes that are tough on makeup, gentle on skin, and faster to develop—combining a naturally derived profile with simplified formulation.

Can it be used for pet wipes?

No. It is designed and tested for cosmetic applications intended for human use.

Why choose Geomulse® Cleanse instead of formulating from scratch?

It reduces formulation complexity, shortens development time, and lowers technical risk—while delivering consistent cleansing performance and a mild skin feel.

Where is it produced?

Manufactured in Rochester, USA.

What packaging options are available?

Available in drums and totes to support a range of production needs.

Can it be used beyond makeup remover wipes?

Geomulse® Cleanse is optimized for makeup remover wipes. Additional applications can be evaluated with Arxada's technical team.



In short—why choose Geomulse® Cleanse?

Performance you can trust. Simplicity you can scale.

A ready-to-use system that takes the complexity out of formulation—so you can develop high-performing, naturally positioned wipes faster and more efficiently.

How can I get started with Geomulse® Cleanse?

Ready to get started? Contact your Arxada representative or visit arxada.com to request samples and connect with our team.

We'll work with you to optimize your formulation, streamline development, and bring your product to market with confidence.

We want to help!

Please contact our technical service experts to help ease your formulation challenges:



arxada

Europe

Arxada AG
Peter Merian-Strasse 80
4052 Basel
Switzerland
Tel: +41 61 316 81 11

www.arxada.com

pctech.servicesupport@arxada.com

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