Highly Moisturising Cocoa Butter Cream

SKINCARE PRODUCT

The moisture content of the skin is responsible for keeping it soft and flexible. Moisturising creams preserve the skin, keeping it in a soft and supple condition. Since most of the water contained in a cream is lost by evaporation immediately during and after application, the product must be able to provide a non-volatile residual film which is able to retain a high proportion of normal skin moisture and part of the moisture which is applied directly by the product.

These are achieved by including humectants in the water phase of the emulsion and the best results are obtained using a blend of glycerin, propyl glycol and sorbitol. However, these chemicals are too sticky to be used on their own. Therefore, the ingredients of the oil phase of the emulsion must be selected in order to produce an emollient product without being greasy or sticky.

The present study has come up with a formulation of producing moisturising cream using cocoa butter, which is found suitable to be used as one of the ingredients in producing a good quality cream that is non-oily and can be spread easily on the skin, and thus, gives a lustrous and velvety feeling.

COMPETITIVE ADVANTAGES

- Contains high vitamin E (200 ppm)
- Repairs damaged and dried skin for a softer and supple feel
- Relieves irritations as well as reducing unpleasant symptoms of skin psoriasis and eczema, both chronic skin disorders which may cause red rashes and itching
- Avoids infections on the skin, where the moisture inside cocoa butter can help create a protective barrier between the environment and the skin
- Helps to firm up the skin on a regular basis usage
- Helps to avoid stretch marks

MARKET POTENTIAL

Skincare preparations show high average annual growth rate (5%) especially in regions with high GDP, and public interest in cosmetic products formulated from natural raw materials is increasing.

It is therefore of no difficulty to sell 2,500 units of cocoa butter moisturising cream monthly in Malaysia. As such, investments in cocoa butter moisturising cream will generate a pre-tax profit of RM2,600 per month or 26% return rate yearly by taking all the equipment invested to the scrap value after 10 years.

THE INNOVATION

Cocoa butter is instrumental in the formulation of a good quality moisturising cream. The difference lies in its non-oily, shiny, and easy to spread properties which gives skin a lustrous and velvety feel. Cocoa butter fulfills the fundamental needs of a moisturising cream, as water contained in a cream is usually lost by evaporation during and after application. Cocoa butter, when applied directly, retains a high proportion of normal skin moisture, making it a highly marketable product.

INTELLECTUAL PROPERTY

The processing method for this cocoa butter moisturising cream is protected by trade secret.