

Discover the Next-Generation of Micellar Water

Ready-to-Use Formulation
Outperforming the Leading Brand



**Plant-
Derived.**



**Naturally
Sourced.**



**Sustainably
Produced.**



Leaders in Ingredient Innovation

Locus Performance Ingredients® and Genomatica have joined forces to transform micellar water into a more sustainable, higher-performing solution. The new formulation, developed by Freelance Formulations, utilizes novel biosurfactants and natural butylene glycol ingredients that provide all the benefits of traditional micellar water, but with superior functionality and sustainability.

Featuring Multifunctional and High-Purity Ingredient Innovations

Ferma® S
Biosurfactants



by Locus Performance Ingredients



Brontide® Natural
Butylene Glycol



BRONTIDE®

by Genomatica



genomatica



locus
performance ingredients



FREELANCE
FORMULATIONS

Formulation Details


The new micellar water featuring Ferma® S biosurfactants and Brontide® natural butylene glycol provides strong, yet gentle cleansing. Unlike traditional surfactant-based formulations, the micellar water does not require additional milder agents resulting in a cleaner, simpler label.

The development process ensures premium ingredient integrity through sterilization, filtering, pasteurization and bio-based preservatives. No volatile organic solvents are used to process the ingredients. Ferma S biosurfactants are 60% active in water, cold processable and easy to formulate.

Ingredient	Weight %
Phase A	
Water	65.000
Brontide® butylene glycol	9.000
Ferma® SL	4.000
Ferma® SH	7.000
Lincoserve SSB	1.000
Phase B	
Lexfeel N200 MB	6.000
Lexfeel WOW	8.000
Total	100.000

formulated by Freelance Formulations

Clean Beauty with Unmatched Benefits

		Leading Micellar Water Brand	 New Micellar Water Formulation
Traditional Benefits	Oil-free waterless cleanser and makeup remover	✓	✓
	Gentle for all skin types	✓	✓
	Free of parabens, sulfates and silicone	✓	✓
	No fragrance or alcohol	✓	✓
Additional Benefits	100% bio-based	✗	✓ Non-GMO and naturally sourced from renewable raw materials
	No harmful ingredients	✗	✓ No petrochemical ingredients or trace chemicals, such as 1,4-Dioxane, EO or polyhexamethylene biguanide (PHMB)
	Clean, simple label	✗	✓ Only 7 ingredients
	Low carbon footprint	✗	✓ Produced with a near net-zero carbon footprint
	Premium performance	✗	✓ Multifunctional ingredients outperform leading micellar water brand
	No deforestation concerns	✗	✓ Free of palm oil derivatives

Outperforms Leading Micellar Water Brand

In a gentle five-swipe cotton test across key cosmetic categories, the new micellar water formulation outperforms current leading brand.

































Key

×

Leading Micellar Water Brand

✓

New Micellar Water Formulation

Product		Control	Swipe 1	Swipe 2	Swipe 3	Swipe 4	Swipe 5
Foundation	×						
	✓						
Concealer	×						
	✓						
Liquid eyeliner	×						
	✓						
Pencil eyeliner	×						
	✓						
Mascara	×						
	✓						
Waterproof mascara	×						
	✓						

12-25%
average improvement
shown in various
applications*

*based on internal studies



Find Your Perfect Formulation Today
LocusPI.com | 888-510-0004 | info@locuspi.com

