

Allantoin

*Multifunctionality
for unique skin sensation*

04.2021



Personal Care & Aroma **Bioactives** Technical & Performance Ingredients UV Filters Aroma Ingredients



Allantoin Launches

Steady launches in Skin Care



Source: Mintel

**In 2020, Face/Neck Care accounted
for 44% of the launches**



Consumer Awareness of Allantoin

Social media posts highlight the benefits of allantoin

Key Benefits:

Moisturizes • Repairs Skin • Good for Sensitive Skin • Exfoliates • Addresses Wrinkles

Instagram

ALLANTOIN
A Skin-repairing Superstar!

Benefits:

- Moisturizing**
Allantoin increases water content by reducing water loss (occlusive)
- Skin Repair**
Improves wound-healing ability by enhancing skin cell proliferation
- Exfoliating**
Promote skin cell turnover by softening keratin and smooths skin (keratolytic)
- Anti-inflammatory**
Forms complexes with sensitizing agents and irritants to neutralize them
- Skin Protectant**
Increased water content and recovery rate rebuilds skin's protective layer (SC) (OTC drug claim: 0.5-2%)
- Wrinkles**
Stimulates epithelial cells and fibroblasts responsible for collagen synthesis (growth of healthy tissue)

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Ingredient Insight:

ALLANTOIN

An amazing ingredient that not only moisturizes the skin, but has skin soothing and wound healing properties. It's especially popular for dry and itchy skin as it's often used to treat skin irritation and rashes. Allantoin also provides gentle exfoliation and improves skin dullness. It's great for all skin types, especially sensitive skin.

lotusandluu • Follow

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skinwithbes LOVE PRODUCTS WITH ALLANTOIN!

6w Reply

victoriaxgal Such a amazing ingredient 🙌

6w Reply

skin.ken Oooh interesting! Thanks for the good read ☺

6w Reply

skincareonfleck Love allantoin in skincare 🙌🙌🙌🙌🙌

158 likes

DECEMBER 6, 2020

Source: Instagram

Brand Messaging

Brands call attention to allantoin



Stratia Soft Touch AHA



Allantoin soothes, heals, and moisturizes while stimulating cell regeneration. Highly effective and well-studied.

Source: Twitter

Notable Products with Allantoin

Launches from 2020



Derma E Vitamin C Bright Eyes Hydro Gel Patches



Patches enriched with vitamins C & B3 to visibly brighten the look of dark circles while Caffeine depuffs, and **Allantoin and Aloe combine to soothe**, leaving your under-eye area refreshed and brightened.



Sobel Skin Rx 15% Niacinamide Gel Serum



A gel serum that improves the appearance of enlarged pores and dull skin and helps to visibly plump skin to reduce look of fine lines. Niacinamide helps nurture, firm, smooth, and minimize the appearance of large pores. **Allantoin calms and soothes skin.**



Janssen Sensitive Neuro Skin Balm



This easily spreadable lotion contains active ingredients that regenerate the skin's impaired barrier function, reduce inflammation and leave the skin feeling pleasant. **Allantoin soothes irritated skin and prevents redness.**

Source: Brand Sites

Allantoin

Key facts

1912 : Allantoin was first discovered in the Comfrey plant

Allantoin also found in many other plants

→ Wheat, Soy, Rice, Cauliflower, Green Beans

Allantoin is used to treat wounds and the appearance of burns.

Allantoin is also been used in cosmetic products as an ideal addition to anti-aging products to help to reduce aging and skin damage.



Comfrey: *Symphytum officinalis*

Allantoin

At a glance

- **Natural identical** ingredient.

Benefits

- Provides a **smoothing** and **moisturizing** effect
- **Anti-irritant** properties helping to counter discomfort skin
- Leaves the skin's appearance more **supple** and **radiant**
- Helps to **exfoliate** dry and damaged cells

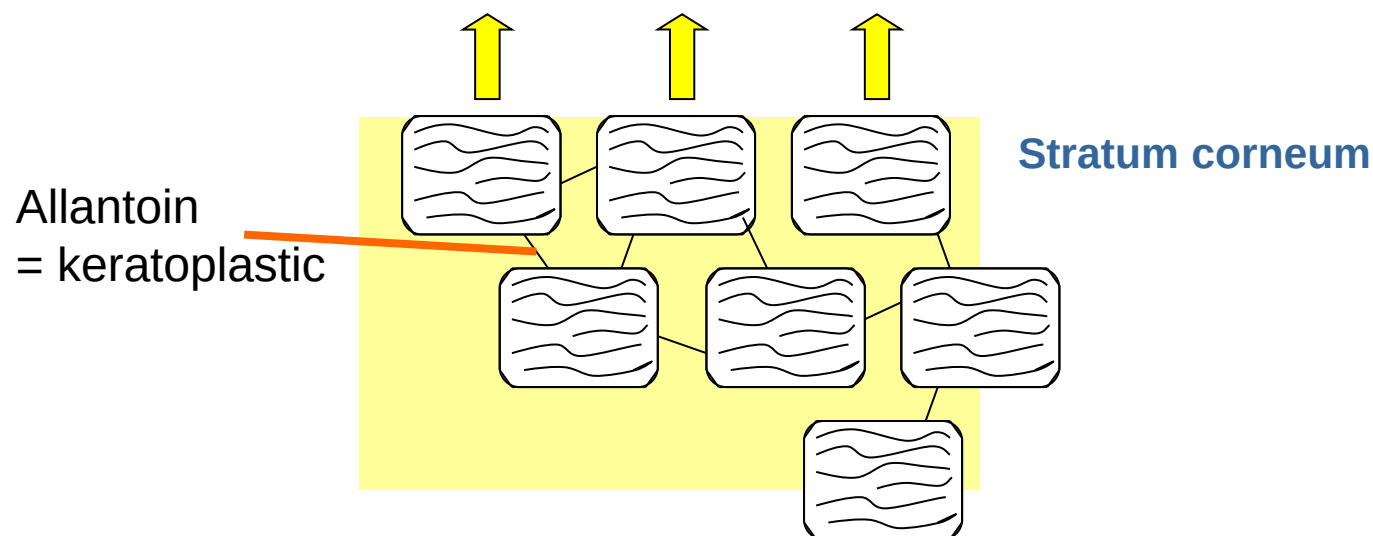
Henning, Evaluation of the efficacy of allantoin, NutraCos, March/April 2002

Araújo et al, Profile of wound healing process induced by allantoin, Acta Cirúrgica Brasileira - Vol. 25 (5) 2010 - 460



Allantoin – Multifunctionality for unique skin sensation

Cosmetic claim : moist, soft, smooth and supple skin

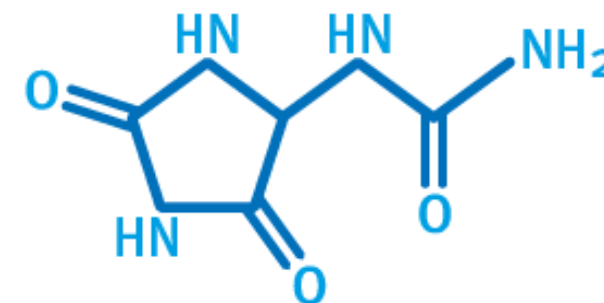


It has similar properties as the components of the natural moisturization factor (NMF), **binding** water, **reinforcing** skin barrier and **improving** moisturization. Due to keratinolytic properties it **softens skin** and **helps** desquamation to **minimize** the appearance of **aging** and **skin damage**.

Allantoin

Product features

- **Allantoin**, the diureide of glyoxylic acid, is a crystallized oxidation product of uric acid found naturally in comfrey roots.
- **INCI name:** Allantoin
- **Chemical names:** 5-ureido-hydantoin 2,5-dioxo-4-imidazolidinyl urea
- **Appearance:** White to off-white, practically odourless powder
- **Application:** Allantoin can be used for almost all product types and applications
- **Suggested concentration:** 0.05 – 0.3%



Allantoin

Formulation

Solubility

- soluble in the aqueous phase
- insoluble in commonly used oils
- add to water and dissolve at 50°C
- alternatively add at 25°C under stirring

Stability

- aqueous solutions: pH range 4 to 8 recommended
- decomposition after extensive, long heating (> 1h @ 80°C)
to urea and glyoxylic acid with allantoinic acid as intermediate product
- strong alkaline treatment (pH > 11 leads to hydrolysis)

Allantoin

Consumer applications

Skin care: facial care, facial cleansing, body care, baby care, hand care creams and lotions

Decorative cosmetics / make-up: lipsticks and glosses

Toiletries: shower and bath gel, as well as after-shave lotions and creams

Hair care: shampoos, conditioners and styling

Sun care: sun protection, after-sun and self-tanning formulas

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