

## Press Release

Steinhausen, November 2021

# Lipoid Kosmetik AG Launches Herbamilk® Eco line – Vegan Milk for Cosmetic Use

**Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. With a clear insight into our consumers' needs, Lipoid Kosmetik presents the new Herbamilk® Eco line.**

Plant-based milk alternatives are a food trend on the rise and as veganism rises in popularity, it expands from food to other elements of consumer's lives, such as beauty and personal care.

To accommodate the trend of non-dairy milk in cosmetics, Lipoid Kosmetik offers the COSMOS-approved and 100 % natural Herbamilk® Eco product line, which combines natural plant oils and natural plant extracts with the help of hydrogenated phospholipids.

Herbamilk® Eco shows the following user benefits:

- Moisturizing, re-fattening, emollient
- Appetizing vegan milk product concepts
- Giving a milky appearance to products
- Facilitating the incorporation of oils into surfactant products

Herbamilk® Eco is the perfect ingredient to create milk-based concepts and attend the vegan and health-conscious trend in cosmetics.

## About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of natural raw materials for the cosmetic and personal care industry. High-quality botanical actives and extracts (Lipoid Kosmetik AG, Switzerland) as well as pharma grade natural lecithins and phospholipids (Lipoid GmbH, Germany) are part of our sophisticated portfolio.

As a pioneer in these fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 50 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop market innovative, functional and natural cosmetic products meeting the highest standards.

## Media Contact

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**Herbamilk® Eco – Vegan Milk for Cosmetic Use**

