

# celova®

## Pure Performance, Naturally Engineered

### What is Celova Care Powder?

Celova Care Powder is a high-performance, sustainable ingredient based on microfibrillated cellulose, or MFC (COSMOS approved, Natrue approved). It offers a natural alternative without compromising performance. The powder is produced from wood pulp, sourced from responsibly managed European forests (FSC® and PEFC™ certified).



### Where to use Celova Care Powder?

- Skin Care
- Sun Care
- Color Cosmetics

### Why choose Celova Care Powder?

It is a natural, biodegradable substitute for microplastics that enhances formulations with improved texture, stability, and performance for sustainable and high-quality beauty products.

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## For Skin Care . . .

- Sensory agent – nice, soft cushion feel
- Soft focus – reduces wrinkles
- White appearance of emulsions
- Emulsion stabilization
- Rheology enhancement of texture, thickness, and spreadability



## For Sun Care . . .

- SPF booster (In Vivo)
- Sensory agent – nice, soft cushion feel
- Better pigment distribution – greater color coverage
- Smooth, evenly applies on skin
- Dripleless formulation



## For Color Cosmetics . . .

- Sensory agent – nice, soft cushion feel
- Sweat resistant
- Pigment dispersion agent
- More intense, vivid colors with better coverage and gloss
- Excellent oil-absorbing properties

## About Weidmann Fiber Technology

Weidmann Fiber Technology is at the forefront of advancing cellulose as a high-performance, sustainable solution. Through collaboration with our partners, we are creating new ways of putting cellulose-based solutions to everyday use. Our collective expertise will move us closer to net zero and open up new formulation opportunities.