WET WIPE
2021

GLOBAL WET WIPES TRENDS

Wipes meet the need and desire for convinience and efficient water-use. Much effort is put on sustainability. Consumers like smaller pack sizes for ‘on-the-go’. New marketing concepts for the health conscious consumer, men's grooming and specialty wipes for pets, cars, and computers to name a few, are constantly presented to consumers.

Impact Analysis of COVID-19

Consumer Staples

The Consumer Staples sector will see POSITIVE impact due to COVID-19 outbreak and is expected to register a high growth rate compared to the global GDP growth

IMPACT

Market Impact

This market will have **POSITIVE IMPACT** due to the spread of COVID-19

Pandemic Impact on Market

DIRECT

Global Wet Tissue and Wipe Market 2020-2024

Market growth will ACCELERATE at a CAGR of almost

7%

Incremental growth

USD 5.75 bn

Growth for 2020

5.93%

IMPACT

Market growth in 2020 likely to **INCREASE** compared to 2019

Expected time by when the impact on market will normalize

- **Q3-2021** [Best Case]
- **Q1-2022** [Worst Case]

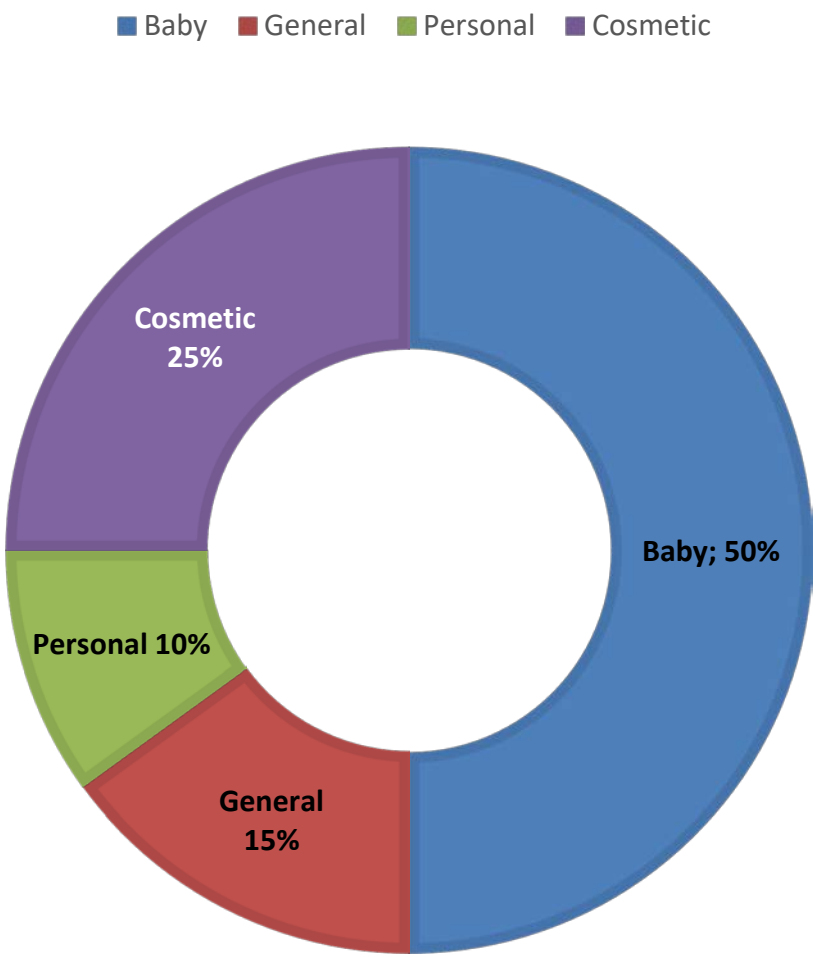
Market estimates to be revisited and updated in Q3-2020, based on the revaluation of the impact as the pandemic spread plateaus. The update will be available free of cost to all customers.

technavio

The wet wipes market had a market value of 16,771 million $ in 2016 and is expected to reach a market volume of 23,993 million $ by 2023.

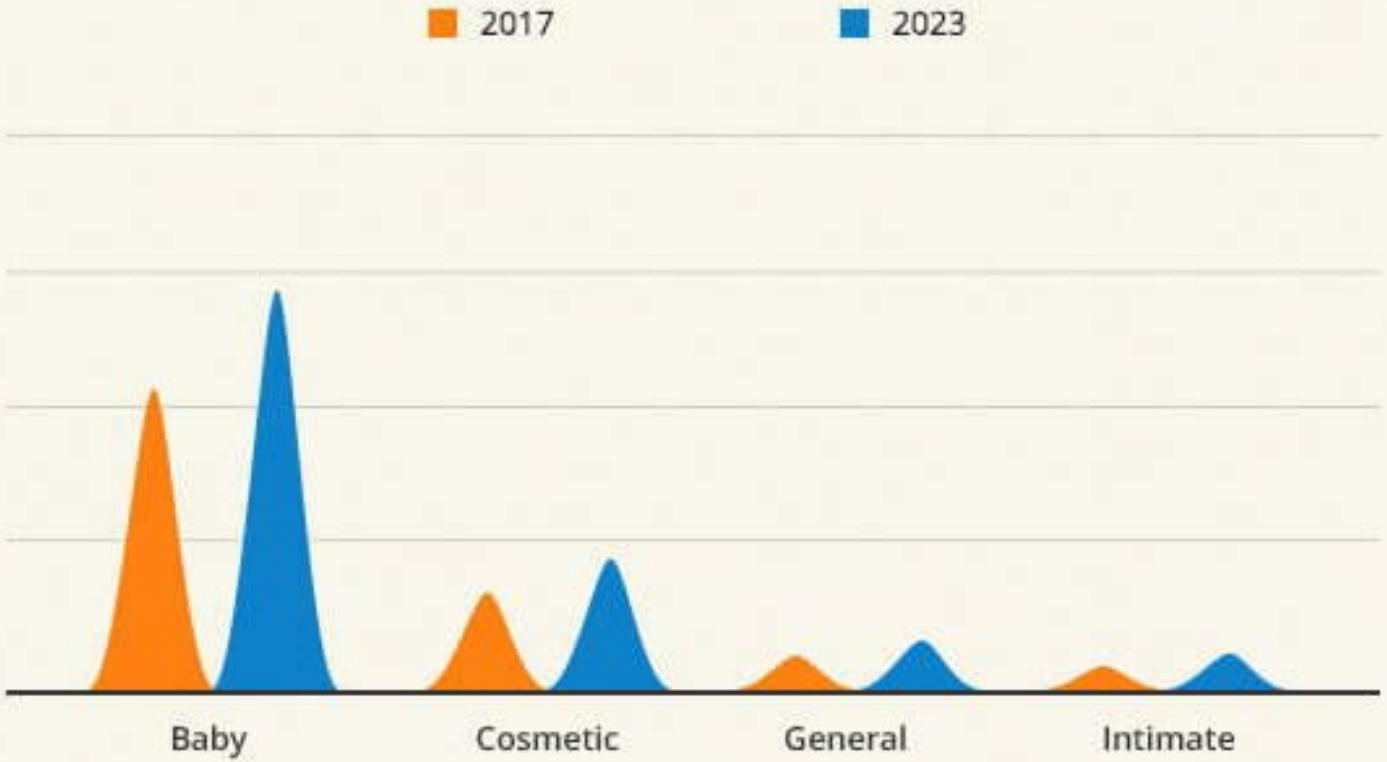
kalekimya GRUBU

Wet Wipes Market Distribution



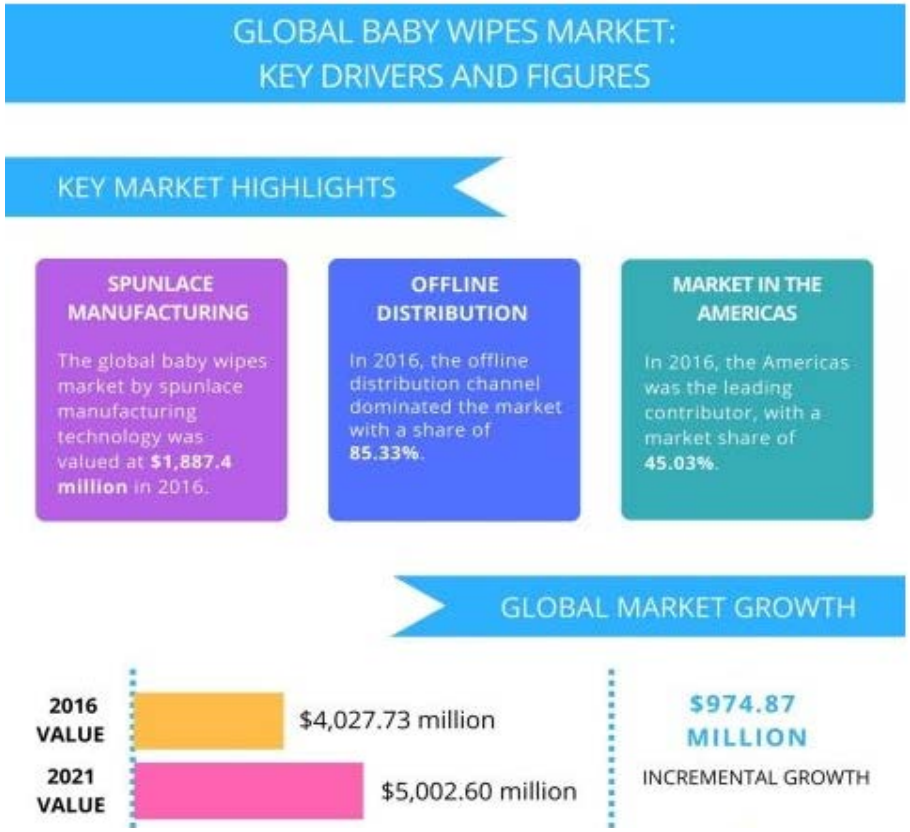
GLOBAL PERSONAL CARE WIPES MARKET

BY TYPE



BABY personal care wipes segment dominates the market and is growing with lucrative CAGR of 4.9% over the forecast period.

Baby Wet Wipes Market



The consumption of baby wet wipes has been following a steadily increasing trend in recent years around the world.

The main factors that promoting the market are product innovations, increased health concerns among consumers, increased per capita income and higher living standards.

Many manufacturers have selected their portfolios with value-added products such as baby wipes specially designed for newborn babies and baby wipes made with pure water.

Wet Wipe Base Solutions

Why Kale Kimya?

- The supplier preferred by Key Accounts around the world
- Quick decision making
- Experienced sales team
- Perfect infrastructure
- Built-in service throughout the region
- Wide range of products
- Common technical support service
- Stores in different locations
- Flexible payment options
- Flexible logistics service
- Financial strength
- Reliability

Why Base Solutions?

- Increase private label
- Expansion of usage areas
- Suitable for nonwowen in market
- Reducing production costs
- Offering right wet wipe solution for using area

TEQWIPE BASE PC

It is a preservative-free mixture with solvent feature.

Active ingredient: **100%**

Usage rate: **0.5-2%**

CLAIM: MILD; BOTANICAL & HERBAL CONTENT; SOFT FEEL; ALCOHOL FREE; SILICONE FREE

PEG-7 Glyceryl Cocoate, Sorbitan Mono Laurate, Glycerine, Coco-Glucoside, Glyceryl Oleate

Advantages

- **Short product development time with optimized component ratio**
- **Ease of use for impregnating wipes**
- **Excellent stability, formulation flexibility when diluted**
- **Easy to modify for personal claims**
- **Super cleansing power, soft skin feeling, perfect light feeling**
- **Suitable for cold process**
- **Proven skin spread**
- **Solvent power**
- **Doesn't leave sticky or greasy feelings**

TEQWIPE BASE TR1/13

Concentrated wet wipe base produced in accordance with regulations. 13 kg should be added to 1 ton of water. Since contains a mild preservative, the pH value of the finished product must be below 5.5. Suitable for baby wipes and facial wipes..

Active ingredient: **53 - 55%**

pH: It should be between 5.5-6 in the finished product.

Usage rate: **13kg / ton (1,3%)**

CLAIM: MILD; SOFT; ALCOHOL FREE; SILICONE FREE

Phenoxyethanol, Monopropylene Glycol, C12-13 Pareth-9, Benzoic Acid, PEG-7 Glyceryl Cocoate, Dehydroacetic Acid, Cetrimonium Chloride, Cocamidopropyl Betaine

Advantages

- In the preservative solution; no need for additional preservatives
- Short product development time with optimized component ratio
- Ease of use for impregnating wipes
- Excellent stability, formulation flexibility when diluted
- Easy to modify for personal claims
- Super cleansing power, soft skin feeling, perfect light feeling
- Refatting containing formulation; no need for additional ……. .

IMPORTANT!

For compliance with regulations and for optimum preserving performance, do not change the recommended usage rate.

TEQWIPE BASE TR1/20

Concentrated wet wipe base produced in accordance with regulations. 20 kg should be added to 1 ton of water. Since contains a mild preservative, the pH value of the finished product must be below 5.5. Suitable for baby wipes and facial wipes. There is no need for any extra additives other than essential oil (optional).

Active ingredient: **53 - 55%**

pH: It should be between 5.5-6 in the finished product

Usage rate: **20kg/ton (2%)**

CLAIM: MILD; BOTANICAL & HERBAL CONTENT; SOOTHING AND ANTI-INFLAMMATORY EFFECT; SOFT FEEL; ALCOHOL FREE; PEG FREE

APG; Phenoxyethanol, Benzoic Acid, Methylpropandiol, Caprylyl Glycol, Phenylpropanol; Marigold Extract, D-Pantenol; Glycerine, Dimethicone

IMPORTANT!

For compliance with regulations and for optimum preserving performance, do not change the recommended usage rate.

Advantages

- **Broad spectrum protection**
- **In the preservative solution; no need for additional preservatives**
- **Short product development time with optimized component ratio**
- **Ease of use for impregnating wipes**
- **Excellent stability, formulation flexibility when diluted**
- **Super cleansing power, soft skin feeling, perfect light feeling**
- **Formulation containing herbal extract**

TEQWIPE BASE CM

TEQWIPEBASE CM is an O / W concentrated emulsion containing cosmetic oils. It can be used for nonionic emulsifiers and wax-like products. Therefore, it can be preferred for skincare products that improve the sensation even in the cold process. Teqwipe Base CM is produced with the latest technologies. Despite the high melting temperatures of its solid waxes, it can give liquid consistencies or pumpable consistencies to emulsions.

Active ingredient: **50 - 52%**

Usage rate: **7–12% (adult); 3–9% (baby)**

Aqua, Ethylhexyl palmitat, Ceteareth-12, Cetearyl Alcohol, Glyceryl Stearate, Glycerin, Cetyl Palmitate, Ceteareth-20

Problems encountered with most products or manufacturers;

- *Generally, solutions have insufficient wetting properties*
- *For stable emulsion formation, the viscosity must be the same as water*
- *Lack of heating, homogenization and vacuum equipment in most wet wipe manufacturers*
- *Stock problems that may occur due to the high amount of liquid requiring*

Advantages

- **Convenient to add lipophilic or hydrophilic raw materials at the same time**
- **Short product development time with optimized component ratio**
- **Ease of use for impregnating wipes**
- **Excellent stability, formulation flexibility when diluted**
- **Easy to modify for personal claims**
- **The care effect provided by emoillents and waxes**
- **Super cleansing power, soft skin feeling, perfect light feeling**

TEQWIPE SOFT 200

Concentrated wet wipe base that is designed in accordance with regulations. It gives a soft skin feeling even at very low usage rates and does not leave sticky. It does not need any additional raw material other than essence (optional).

Usage rate : **20 kg/ton (2%)**

Aqua (and) Alkyl Dimethyl Benzyl Ammonium Chloride (and) Ethylhexyl palmitate (and) Ceteareth-12 (and) Cetearyl Alcohol (and) Glyceryl Stearate (and) Glycerin (and) Cetyl Palmitate (and) Ceteareth-20 (and) Polyquaternium-37 (and) Propylene Glycol Dicaprylate\Dicaprate

IMPORTANT!

For compliance with regulations and for optimum preserving performance, do not change the recommended usage rate.

Advantages

- **Broad spectrum protection**
- **In the preservative solution; no need for additional preservatives**
- **Short product development time with optimized component ratio**
- **Ease of use for impregnating wipes**
- **Excellent stability, formulation flexibility when diluted**
- **Super cleansing power, soft skin feeling, perfect light feeling**
- **Cost-effective product**
- **Can be used with it's «perfume / essence free» concept**

TEQWIPE SOFT 200

"Perfum free" concept!

- In the global cosmetics market, the concept of "chemical minimum" is getting stronger. Cosmetic products that contain few raw materials are perceived by consumers as "more natural" or "less harmful" products.
- Especially in the baby wet wipes market, value-added and minimum content products attract a lot of attention.
- Teqwipe Soft 200 has a chemical structure that ***does not contain chemical odor***, as well as providing a soft skin feeling and affordable cost. This allows you to ***produce your product without using essence or perfume***.
- image can be created for the consumer with claims such as "Perfume free" / "Fragrance free".

TEQWIPE ANTI 1-20

TEQWIPE ANTI 1/20 concentrated wet wipes base. It has been developed to provide effective protection against microorganisms and is particularly suitable for formulating wet wipes to be produced for this purpose.

Usage rate : **20 kg/ton (2%)**

Phenoxyethanol (and) LAURETH-9 (and) BENZALCONIUM CHLORIDE (and) Benzoic Acid (and) Glycerın (and) Dehydroxyacetic Asit

CLAIM:ANTI BACTERIAL

IMPORTANT!

For compliance with regulations and for optimum preserving performance, do not change the recommended usage rate.

Advantages

- **Broad spectrum protection**
- **In the preservative solution; no need for additional preservatives**
- **Short product development time with optimized component ratio**
- **Ease of use for impregnating wipes**
- **Excellent stability, formulation flexibility when diluted**
- **Super cleansing power, soft skin feeling, perfect light feeling , Anti Bacterial**

NON-WOVEN

Traditional fabrics are made by weaving together fibers of silk , cotton , polyester , wool and similar materials to form on interlocking matrix of loops

The material used in baby wipes is a non –woven fabric similar to the type used in diapers and dryer sheets

Consumer want wipes to absorb , retai or release dust or liquid on demand
One of the most benefits that wipes provide is convenience
absorbancy is important reqiurement quality wipes can absorb between 200% - 600% of their weight in solution

PACKAGING

Packaging used in baby wipes must keep the cloths free from contaminaton , yet allow for easy dispersing
The package also prevent the towelettes must also prevent the towelettes from drying out
Thermo-molded plastics tubs are packaging choice for most manufactured

Preservative Solutions

Latest trends in the preservative market

- Preservatives containing parabens and formaldehyde are expected to be completely banned in the near future due to their carcinogenic effects.

- Phenoxyethanol-containing preservatives are expected to increase their market share due to their long-term and effective protection performance.

- Some organic acids used for preservative purposes such as Benzoic acid, Sorbic acid, Levulinic acid and Anisic acid are shown as natural alternatives even though they are obtained synthetically. It is predicted that this group, which has increased its market share in recent years, will become increasingly popular, especially with the spread of natural product perception.

Attention to regulations on wet wipes!

There are prohibitions and restrictions for some preservatives used in wet wipe formulations.

All wet wipe bases produced and recommended by Kale Kimya have been designed in accordance with regulations and challenge tests have been performed.

TEQGUARD EHGP

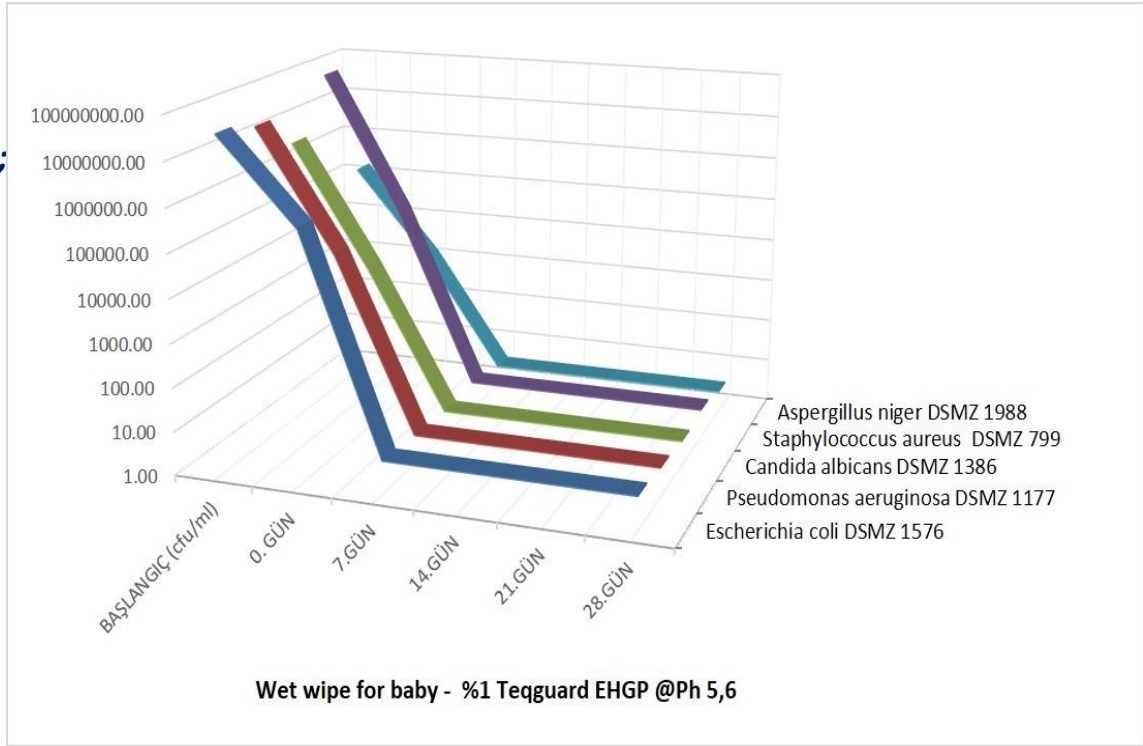
Chemical name: Ethylhexylglycerin (and) Phenoxyethanol

This product is in liquid form provides preservation in a wide spectrum, moreover the preservative effect increases as it contain Phenoxyethanol besides Ethylhexylglycerin.

It is easy to use because it is liquid, pH range is wide, it is very compatible with salts and pigments, it does not change color in the product.

CLAIM:
Economic & reliable preservtion; NO paraben; NO formaldehyde; NO halogenorganic compound; Globally approved raw material

Use: Rinsed-off or leave-on products
Usage rate: 1,0 – 1,5 %
Optimum pH: 2 – 12



TEQGUARD BDP

Chemical name: Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid

Teqguard BDP is combining of Phenoxyethanol, Benzoic Acid and Dehydroacetic Acid. This preservative is effective in wide spectrum, as paraben free & formaldehyde free.

Teqguard BDP is water soluble and has low toxicity, globally accepted. It is also compatible with most anionic and cationic systems, regardless of whether they are rinsed-off or leave-on. It is suitable for hair care, skin care, baby products, surfactant systems, shampoo or conditioner bases.

CLAIM: Economic & reliable preservtion; NO paraben; NO formaldehyde; NO halogenorganic compound; Globally approved raw material

Use: Rinsed-off or leave-on products
Usage rate : 0,2 – 1,2 %
Optimum pH: 2 – 6

TEQGUARD PC

Chemical name: Phenoxyethanol (and) Caprylyl Glycol

Teqguard PC, is a preservative that optimized for reliable preservation almost any type of cosmetic product. Caprylyl Glycol has been added to make phenoxyethanol stronger and increase broad spectrum activity against microorganisms.
It is especially effective against bacteria, yeast and mold.
Teqguard PC can be used alone or synergistically with other preservatives.
Excellent pH compatibility, allow be use in acidic and slightly alkaline formulations.
Teqguard PC is stable at high temparature is up to 80 °C.

CLAIM: Economic & reliable preservtion; NO paraben;
NO formaldehyde; NO halogenorganic compound;
Globally approved raw material

Use: Rinsed-off or leave-on products
Usage rate : 0,8 – 1,0 %
Optimum pH: 2 – 12

Represent wide antimicrobial performance independently of PH limitation

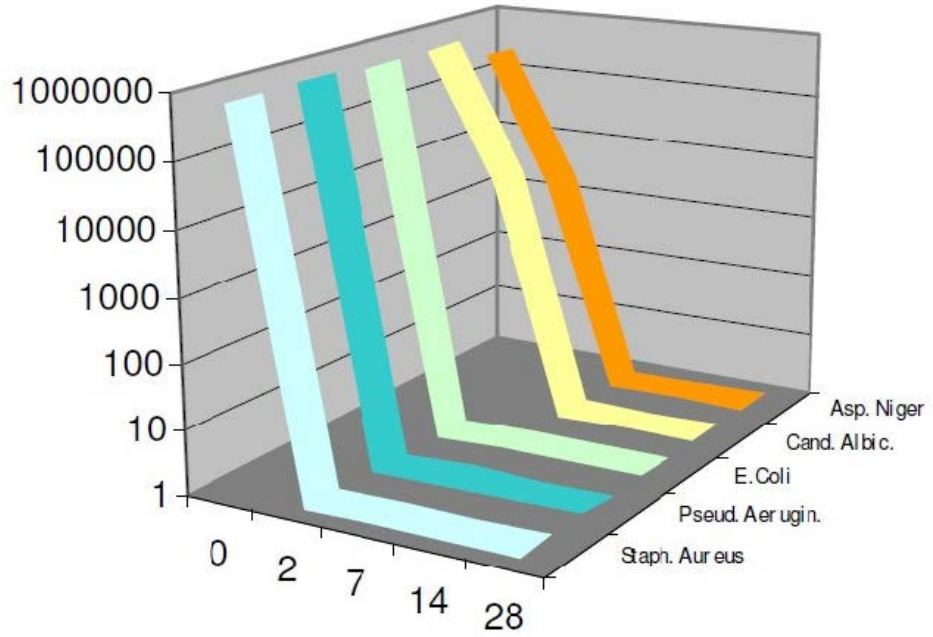
TEQGUARD BP

Chemical name: Phenoxyethanol (and) Benzoic Acid

Teqguard BP, a synergistic composition of phenoxyethanol and benzoic acid, is ideal for formulations that require low levels of preservative use. It is effective against gram-negative bacteria, yeast and mold. Teqguard BP is specially designed for personal care formulations with a pH of up to 6 due to the inclusion of Benzoic Acid, an organic acid. It does not cause discoloration of the product.

CLAIM: Paraben-free, colour-stable, BDP alternative

Use: Rinsed-off or leave-on products
Usage rate : 0,5 – 1,0 %
Optimum pH: 4 – 6



Standard wet wipe formulation
1,0 % Teqguard BP @ pH 5,3

TEQGUARD SP

Chemical name: Sodium Benzoate (and) Potassium Sorbate (and) Aqua

Developed for use in cosmetic formulations, the skin is a liquid preservative.
It is a globally approved preservative, adapted for use in products with a pH value of up to 5.5, skin-friendly pH.
Besides cosmetics, it is frequently used in the food industry.
It does not contain formaldehyde, formaldehyde releasing, glycol and paraben.
It has low toxicity.
Gram-positive and Gram-negative bacteria are effective against yeast and mold. It can be used safely in baby cosmetics.

Use: Rinsed-off or leave-on products
Usage rate : 0,5 – 1,1 %
Optimum pH: 2 – 5,5

CLAIM: Reliable preservtion; NO paraben; NO formaldehyde; NO halogenorganic compound; Globally approved raw material

TEQGUARD PSSL

Chemical name: Potassium Sorbate (and) Sodium Levulinate (and) Aqua

TEQGUARD PSSL is a mixture of potassium sorbate and natural origin multifunctional sodium levulinate. This preservative mixture can be preferred instead of paraben, MIT, triclosan, formaldehyde, which are widely known and used, and it has a strong antimicrobial effect against bacteria, fungus and mold. In addition, İt has COSMOS certification.

CLAIM: **NO parabens; NO formaldehyde; NO phenoxyethanol; COSMOS certified.**

Usage rate : 1,5 – 2,0 %
Optimum pH: 4-6

TEQGUARD SBSL

Chemical name: Sodium Benzoate (and) Sodium Levulinate (and) Aqua

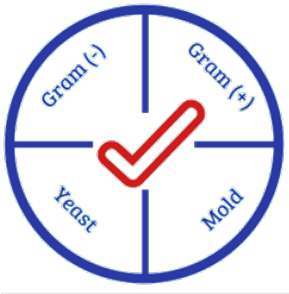
TEQGUARD SBSL is a mixture of sodium benzoate and natural origin multifunctional sodium levulinate. This preservative mixture can be preferred instead of paraben, MIT, triclosan, formaldehyde, which are widely known and used, and it has a strong antimicrobial effect against bacteria, fungus and mold. In addition, it has COSMOS certification.

It can be used in cream lotions, shampoo, shower gel, hair conditioners, deodorants and decorative cosmetics.

CLAIM: **NO parabens; NO formaldehyde; NO phenoxyethanol; COSMOS certified.**

Usage rate : 1,5 – 2,5 %
Optimum pH: 4-6

Verified by ECOCERT
COSMOS APPROVED



TEQGUARD SLSA

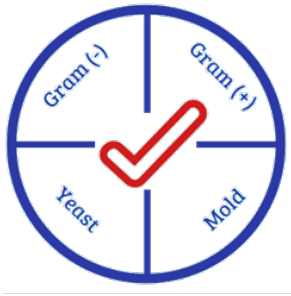
Chemical name: Sodium Levulinate (and) Sodium Anisate

TEQGUARD SLSA is a mixture of sodium levulinate and sodium anisate in powder form. This mixture has a strong antimicrobial effect as well as skin conditioning and masking properties. Contrary to known preservatives, it provides microbiological stability in formulations.

CLAIM: **Reliable preservtion; NO paraben;**
NO formaldehyde; NO halogenorganic compound;
Globally approved raw material; COSMOS certified
Presevative Free

Usage rate : 0,8 – 1,0 %
Optimum pH: 5,0 – 6,0

Verified by ECOCERT
COSMOS APPROVED



Solvent Solutions

What is the importance of the solvent in the formulation?

- Cosmetics manufacturers use solvents to dissolve lipophilic substances such as essential oils, active oils and vitamins in their formulations containing water or alcohol-water mixtures.

- Various effects such as softness, moisturizing, etc. are expected from different wet wipe solutions. This is possible by completely dissolving the raw materials that will provide this activity.

- The fact that the solvents are effective for both water-based and oil-based raw materials allows the choice of "one solvent for different formulas" adopted by many manufacturers.

TEQSOLV V

TEQSOLV V ; C12-C13 alcohol derived, bio-recyclable, nonionic surfactant compound. It is 100% active and ready to dissolve in water..

INCI: C12-13 PARETH 9
CAS No: 68002-97-1
EINECS No: 934-991-4

Ingredient	Value
Appearance	Liquid
Color	Cloudy
Form	Liquid
Odor	Sweet, Tang
Flash Point	221 °C
Boiling point	>260 °C
Melting point	15 °C

TEEQSOLV V2

TEQSOLV V2 is a polyethyleneglycol ether base rich fatty alcohol. It is produced in the facilities of Provides half consumption advantage compared to Polysorbate-20.

INCI: LAURETH-9
CAS No: 160901-19-9
EINECS No: 931-954-4

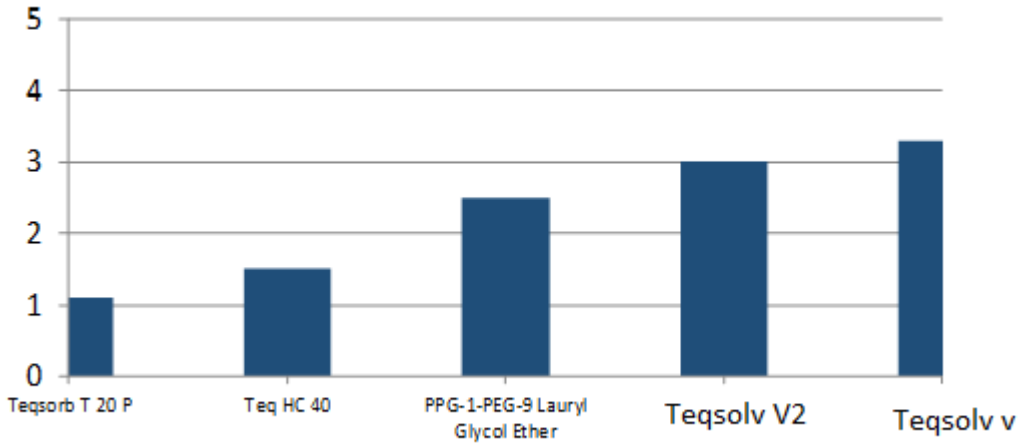
Ingredient	Value
Appearance	Solid
Color	White
Form	Pasty
Odor	Pangent
Flash Point	202 °C
Boiling point	>260 °C
Melting point	19 °C

TEQSORB T 20 P

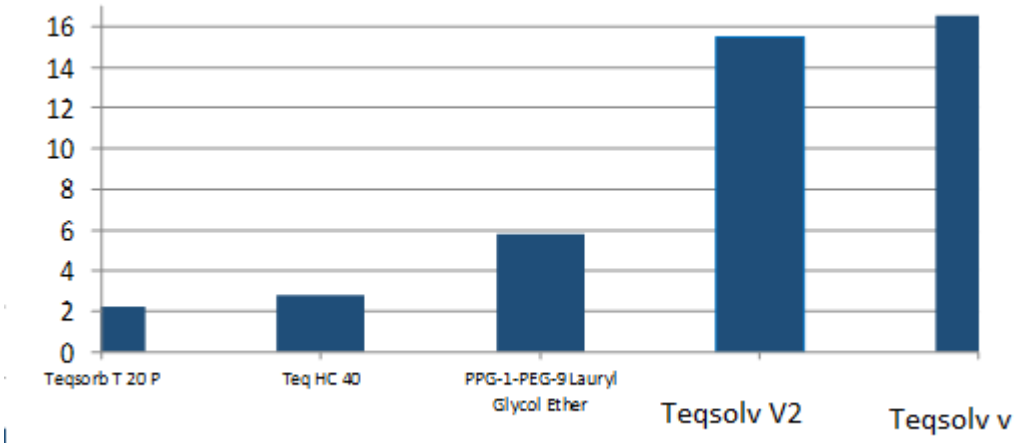
TEQSORB T 20 P, Polysorbate-20. It is used as an emulsifier, solvent, surfactant and wetting agent in cosmetic products. Polysorbate 20 acts as a solvent and is suitable for clear aqueous solutions, skin care creams and lotions. This product has a HLB value of 16.7.

INCI: POLYSORBATE-20
CAS No: 9005-64-5
EINECS No: 500-018-3

Lavender Essential Oil (gr) %

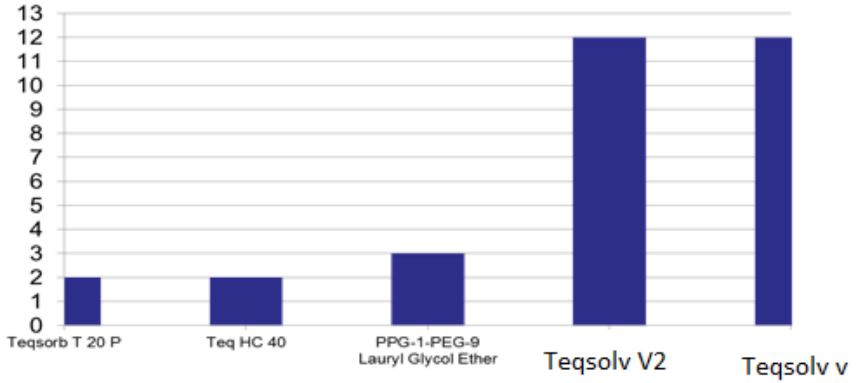


Tea Tree Oil (gr) %

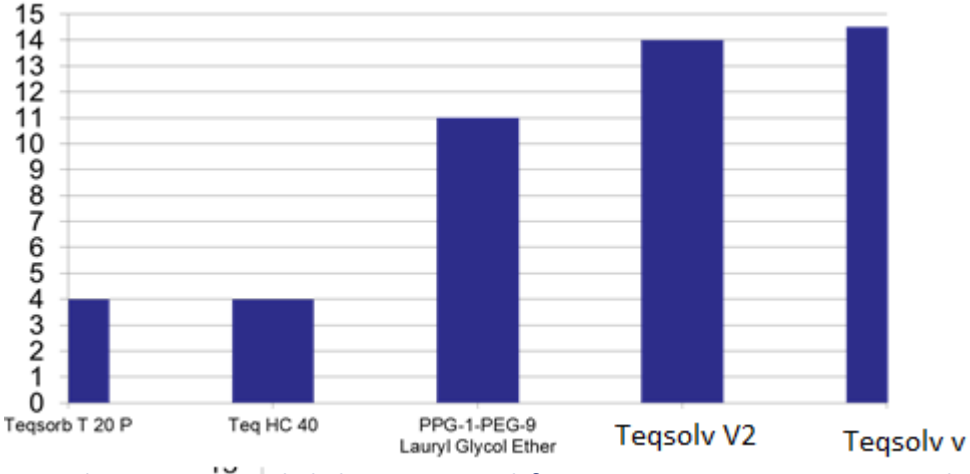


Procedure: 10 gr solubilizer, X gr oil,fragrance, etc., up to 100 ml aqua

Oil Based Essence (gr) %



Water Based Essence (gr) %



Procedure: 10 gr solubilizer, X gr oil,fragrance, etc., up to 100 ml aqua

Active Compound Solutions

ACTIVE COMPOUNDS PROPOSALS FOR WET WIPES

Kale Kimya has a large number of active ingredients from worldwide suppliers in its portfolio. There are many trends with active ingredients in the wet wipes market.

We can list the 5 main of these trends as follows:

- **Moisturizer**
- **Energizing, refreshing**
- **Anti-inflammation effective**
- **Sebum stabilizer**
- **Relaxing, refreshing**

Please contact Kale Kimya Sales & Marketing Unit for your requests for active compound with different functions….

FRAGRANCES PROPOSALS FOR WET WIPES

There are many different types of essence uses for wet wipes in the global market.

the most popular wet wipe essences in Turkey market can be summarized as follows:

- **Flowers:** Jasmine, Rose, Chamomile, Orchid, Lavender
- **Fruit:** Tangerine, Kiwi
- **Perfume:** Dove, Davidoff




SOME SUCCESS STORIES

Product: **WET WIPE FAMILY**

Manufacturer: Elseif Paper

Country: Egpty

Ingredient: TEQWIPE SOFT 200

SOME SUCCESS STORIES

Product: **WET WIPE BABY**

Manufacturer: Elseif Paper

Country: Egpty

Ingredient: TEQWIPE SOFT 200

SOME SUCCESS STORIES

Product: **WET WIPE BABY**

Manufacturer: ARKAN KOZMETİK

Country: Turkey

Ingredient: TEQWIPE PC

SOME SUCCESS STORIES

Product: **WET WIPE**

Manufacturer: ÖZDEM TÜKETİM

Country: Turkey

Ingredient: TEQWIPE PC

SOME SUCCESS STORIES

Product: **WET WIPE**

Manufacturer: TURKUVAZ

Country: Turkey

Ingredient: TEQWIPE BASE TR 1/13