

Cosmeceutical Innovation: Formulation and Standardization of an Organic Lip Balm

Piyush Jayraj Jadhav and Prof. Rutuja Shelke

Yashodeep Institute of Pharmacy (B. Pharm) Pimpalgaon Pandhari, Beed Road, Chh. Sambhajinagar, Maharashtra

Abstract: *The increasing awareness and demand for natural and chemical-free personal care products have led to the development of organic formulations in the cosmetic industry. This project focuses on the formulation and evaluation of an organic lip balm, using plant-based and naturally derived ingredients to provide a safe and effective alternative to synthetic lip care products. The formulation consists of key natural ingredients including beeswax (as a base and thickening agent), shea butter (for deep moisturization), Sandalwood oil (antiseptic and healing properties), and Rose extract (as an hydration). And also the petroleum jelly (for the texture and consistency provide smooth glossy texture).*

Keywords: organic formulation, texture and consistency, natural ingredients, moisturization

