

Press Release

Beauty products with soft-touch TPEs

Kuala Lumpur, May 2022

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Beauty products with soft-touch TPEs

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom-engineered TPE solutions, offers the FC/ht series and VS/AD/HM series compounds for industry-compliant beauty tool applications.

Selfies and influencer cultures have undeniably changed people's perceptions of beauty products that have evolved to include self-empowerment and ethical awareness through the use of cruelty-free and green cosmetics. In addition, beauty enhancement now encompasses both good health and a positive attitude.

The proliferation of online video tutorials has accelerated these changes, popularizing new techniques such as sculpting, baking, highlighting, and contouring.

Brushes of various shapes, sizes, and functions are used to create these effects. The brushes must be lightweight and sturdy, and the handles affect the weight and convenience of these brushes.

Of the materials used, thermoplastic elastomers (TPEs) possess the best properties for brush handles.

KRAIBURG TPE, a global TPE manufacturer of a wide range of thermoplastic elastomer products and custom-engineered TPE solutions, offers compounds that are ideal for use in beauty products.

TPEs for ergonomics in comfortable handling

KRAIBURG TPE's FC/ht series provides the required functionality and design elements for massage brush handles, grips, and hairbrush bristles.

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The compounds offer a soft-touch surface and are available in clear color with a variety of effects and coloring options. The FC/ht series is also halogen-free, IEC 61249-2-21 compliant, and free of animal ingredients.

Plus, it adheres well to PP, allowing for flexibility in the designing of beauty products.

Non-slip TPE grip for flawless application

KRAIBURG TPE's VS/AD/HM series is resistant to skin sebum, sunscreen, and olive oil, making it ideal for use in skin-contact tools and parts such as electronic face massage brush handles and electronic ionic hairbrush grips.

Advantages of the VS/AD/HM series are its high scratch and abrasion resistance as well as soft-touch characteristics for application on buttons, switches, thumb wheels and other functional design elements.

The compounds are available in natural and black colors, with pre-coloring options. They can adhere with PA6, PA12, PC, ABS, PC/ABS, ASA, and SAN materials, making them a favorable material for use in beauty products.

Sustainability successes of our TPE

Besides the materials for beauty products, KRAIBURG TPE's recent sustainability innovations include a specially developed material solution for automotive, consumer, and industry applications comprising post-consumer recycled (PCR) and post-industrial recycled (PIR) content.

Are you looking for a sustainable TPE solution? [Talk to us!](#)

Our experts are happy to answer any questions you have, as well as to offer the right solution for your application.

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For high-resolution photography, please contact Bridget Ngang
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KRAIBURG TPE (www.kraiburg-tpe.com) is a global manufacturer of thermoplastic elastomers. From its inception in 2001 as subsidiary of the historical KRAIBURG Group founded in 1947, KRAIBURG TPE has pioneered in TPE compounds, being the competence leader in this industry. The mission is to provide products that improve everyday life by offering safe, comfortable and more sustainable alternatives in plastics. With over 680 employees worldwide and production sites in Germany, the US, and Malaysia, the company offers a broad range of compounds for applications in the automotive, industrial, consumer, and for the strictly regulated medical sectors. The established THERMOLAST®, COPEC®, HIPEX®, and For Tec E® product lines are processed by injection molding or extrusion and provide numerous processing and product design advantages to manufacturers. KRAIBURG TPE features innovative capabilities as well as true global customer orientation, customized product solutions and reliable service. The company is certified to ISO 50001 at its headquarters in Germany and holds ISO 9001 and ISO 14001 certifications at all global sites.