

Sensory Engineering for Humid Climates — Matte Finish & Sebum Absorption — Market & Science Review 2020

Por Cristiano Ricardo · Publicado em 15/03/2020

University lecture by Prof. Cristiano Ricardo on cosmetic science and consumer behavior in Brazil and Latin America, exploring sensory engineering for humid climates: matte finish & sebum absorption with colorful schematics and market cases.

Versão online e eventuais atualizações:

<https://cristianoricardo.com/post/sensory-engineering-for-humid-climates-matte-finish-sebum-absorption-2020-03-15>

Cosmetic Sensory Science & Colloidal Formulations · Brazil & Latin America Insights

In tropical Latin American metropolises, a cosmetic's perceived efficacy is instantly judged by its tactile touch within 30 seconds of application.

Market Dynamics & Formulation Architecture

Sensory Architecture of a Tropical Daily Emulsion

1. Initial Pick-Up: Water-burst freshness (Sodium Polyacrylate / Carbomer)
2. Rub-Out Playtime: Fast evaporation with zero greasy drag (C13-15 Alkane)
3. Residual After-Feel: Velvety soft-focus matte shield (Silica + Tapioca Starch)

The Physics of 'Water-Burst' Gels

Consumers in Colombia, Brazil, and Central America expect an immediate cooling sensation upon touching facial moisturizers. Utilizing cross-linked polymeric emulsifiers that collapse under skin electrolytes releases trapped micro-droplets of water, generating an instant hydration signal before volatile components flash off.

Functional Spherical Fillers: Silica vs Tapioca Starch

Silica spheres provide porous capillary absorption of excess sebum throughout the day, while modified tapioca starch provides a soft, non-chalky cushion feel that diffuses incident light (soft-focus effect), optically blurring enlarged pores common in oily skin types.

Consumer Psychology: The Fear of 'Melting Makeup'

Formulations that generate sweat resistance through flexible acrylate cross-polymers prevent cosmetic migration in high humidity (80%+ RH), directly addressing consumer anxiety

regarding melting makeup during daily commutes in public transit.

Prof. Cristiano Ricardo

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