

Tuesday, 5th March 2019

ImerCare[®] branches out into innovative colorful scrubs at *in-cosmetics Global 2019*

At this year's *in-cosmetics Global*, Imerys Minerals, the world leader in mineral-based specialties, will be showcasing [ImerScrub[™]](#), a highly innovative addition to the successful [ImerCare[®] white volcanic pearl range](#) for gentle exfoliation.

[ImerScrub[™]](#) is a full range of spherical, colored perlites developed using patented technology to provide a refined, aesthetic effect in exfoliating products.

[ImerScrub[™]](#) is currently available in five different shades:



“This new colored range is a huge step forward for our business. It opens new horizons for minerals in cosmetics and rounds out the current white scrub range perfectly,” says Thierry Casteran, Global Business Development Director.

Imerys Minerals will showcase these novel ingredients at the Innovation Zone and Sensory Bar at *in-cosmetics Global* next April. More information and samples of [ImerScrub[™]](#) will also be available from the Imerys Booth T120.

About perlite, the volcanic pearl

Perlite products are made from a volcanic rock which contains 2-6% water in its inner structure. When heated to around 900°C, the water trapped within the structure is vaporized, causing the material to expand and form a spherical structure. The white [ImerCare[®] P-Scrub](#) range and new colored [ImerScrub[™]](#) range have been developed using patented engineered technology which combines the natural hardness of the volcanic rock with the softness of these spherical particles to provide a gentle, physical exfoliation effect.