

# RICE STARCH

## COSMETIC GRADE

Natural, High-Performance Functional Ingredient for Personal Care



### Product Overview

Rice Starch is a plant-derived, clean-label functional ingredient obtained from non-GMO rice. It is a fine, odourless, biodegradable powder widely used in cosmetic formulations for its exceptional absorbency, silky texture, and skin compatibility.

With its ultra-fine particle size and superior purity, rice starch delivers enhanced sensory performance and oil control, making it a preferred alternative to synthetic polymers and mineral-based fillers.

### Key Functional Benefits

- Superior Oil & Sebum Absorption – Effectively absorbs excess oil and moisture for a long-lasting matte finish
- Silky, Smooth Skin Feel – Fine particle size creates a soft-focus, velvety texture on skin
- Improved Spreadability & Coverage – Enhances application and uniformity in formulations
- Anti-Caking & Flow Improvement – Stabilizes powder systems and prevents clumping
- Non-Irritating & Skin-Friendly – Suitable for sensitive skin and baby care applications
- Clean Label & Sustainable – Natural, biodegradable alternative to synthetic ingredients

### Applications in Cosmetics



#### Skin Care

- Mattifying creams & lotions
- Oil-control serums
- Face masks & cleansers



#### Color Cosmetics

- Face powders (loose & pressed)
- Foundations & BB creams
- Blush, eyeshadow, compact powders



#### Personal Care

- Deodorants (moisture control)
- Baby powders (soothing & anti-irritant)
- Body powders & foot care



#### Hair Care

- Dry shampoos (oil absorption)
- Scalp treatments

Acts as a natural alternative to talc, providing opacity, smoothness, and oil control without regulatory concerns

## Performance vs Competing Ingredients

Parameter	Rice Starch	Corn Starch	Tapioca Starch	Talc
Particle Size	Ultra-fine (3-8 Qm)	Larger	Medium	Fine
Skin Feel	Silky, soft-focus finish	Slightly heavy	Smooth	Powdery
Oil Absorption	High (ffil.8 g/g)	Moderate (~1.3 g/g)	Moderate	Low-moderate
Moisture Stability	High (resists swelling)	Swells tacky	Moderate	High
Sensitivity	Very low irritation	Moderate	Low	Regulatory concerns
Sustainability	Natural, biodegradable	Natural	Natural	Mineral-based

### Key Advantage:

Rice starch's smaller granule size and higher surface area enable better oil capture, smoother finish, and reduced caking, outperforming conventional starches (Alibaba)

### Why Rice Starch Outperforms

- Finer particle structure → better sensory profile
- Higher oil absorption → superior mattifying effect
- Lower protein content → reduced allergenic risk
- Better stability in humid conditions → no tackiness
- Cleaner, safer alternative to talc and synthetic fillers

### Technical Highlights

- Appearance: Fine white powder
- Origin: Non-GMO Rice
- Nature: 100% Natural / Clean Label
- Biodegradability: Fully biodegradable
- Compatibility: Excellent with emulsions, powders, and actives

### Positioning Statement

Rice Starch is a next-generation natural performance ingredient delivering superior sensory feel, oil control, and formulation stability—making it the ideal clean-label replacement for talc and conventional starches in modern cosmetic formulations.



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#### LET'S CONNECT

+91 81411 66866 sales@starizo.com

No. 05, Cit Colony, 2nd Link Street, Mylapore,  
Chennai, 600004, Tamil Nadu, India