

Gentle Facial Cleanser – Daily Purifying Wash

Category: Skincare – Cleansing & Makeup Removal



Refresh and purify your skin with a gentle yet effective cleanser that removes dirt, excess oil, and makeup without stripping the skin's natural moisture. Suitable for daily use and all skin types.

We provide custom OEM cleanser formulations, allowing you to choose between foam, gel, cream, oil, balm, or micellar water textures, tailored to your brand's target market. Available with hydrating, brightening, acne-control, or sensitive skin-friendly actives, plus full packaging customisation.

3. Key Features

- Deep cleanses without over-drying
- Maintains skin's natural pH balance
- Removes makeup, sunscreen, and impurities
- Enriched with optional skin-beneficial actives
- Suitable for all skin types
- Gentle, dermatologically tested

4. Technical & OEM Specifications

Specification	Details
Texture	Foam, gel, cream, oil, balm, or micellar water
Finish	Fresh, clean, and comfortable
Customisation	Texture, actives, fragrance, packaging
MOQ	300 units (depending on packaging type)
Shelf Life	24–36 months (unopened)
Packaging	Pump bottles, tubes, jars
Lead Time	45–60 days after sample approval

5. Formulation Options

- Hydrating Cleanser – With hyaluronic acid & aloe vera
- Brightening Cleanser – With vitamin C & liquorice extract
- Acne Control Cleanser – With salicylic acid & tea tree oil
- Soothing Cleanser – With centella asiatica & chamomile
- Oil Cleanser / Balm – With natural oils for makeup removal
- Micellar Water – Gentle no-rinse formula

6. Packaging Options

- Pump Bottles – Easy dispensing
- Flip-Top Tubes – Travel-friendly
- Glass or PET Bottles – Premium look
- Jars – For balm cleansers
- Custom Branding – Gloss, matte, metallic, or frosted finish

7. Scent Ideas

- Fresh Green Tea
- Soothing Lavender
- Bright Citrus
- Calming Rosewater
- Fragrance-Free (for sensitive skin)

8. How OEM Works for Cleanser

1. Select Type – Foam, gel, cream, balm, oil, or micellar.
2. Choose Benefits – Hydration, brightening, acne control, or sensitive care.
3. Add Active Ingredients – As per brand positioning.
4. Packaging Selection – Pump, tube, jar, or bottle.
5. Sample Creation – Test texture, scent, and cleansing power.
6. Safety & Stability Testing – Ensure formula performance.
7. Bulk Manufacturing – Upon approval.
8. Quality Control & Delivery – Ready for market launch.