SUMMARY

In one aspect, there is provided the use of a formulation, as a hand cleanser, the formulation comprising: a gel; and lipophilic polymeric particles selected from the group consisting of a polymer of norbornane, a polymer of norbornene, a polymer of norbordiene, and a polymer of a derivative of norbornane, norbornene or norbordiene, wherein said derivative of norbornane, norbornene or norbordiene is one in which a hydrogen atom of one or more C-H bonds of norbornane, norbornene or norbordiene is substituted with a hydrocarbyl group; or lipophilic particles comprising cellulose acetate; or lipophilic particles comprising aggregates of fumed silica, the particles being suspended in the gel and present in a concentration from about 0.1 % w/w to about 99% w/w of the formulation, wherein: the gel comprises at least one non-Newtonian thickener present in an amount sufficient to provide the formulation with a yield value of at least 30 dynes/cm^2 (3 Pa); the formulation is optionally free of lipophilic solvent; and the formulation is optionally free of surfactant.

In another aspect, there is provided a skin cleansing formulation, comprising: a gel; and lipophilic particles comprising cellulose acetate; orlipophilic particles comprising aggregates of fumed silica, the particles being suspended in the gel and present in a concentration from about 0.1 % w/w to about 99% w/w of the formulation, wherein: the gel comprises at least one non-Newtonian thickener present in an amount sufficient to provide the formulation with a yield value of at least 30 dynes/cm^2 (3 Pa); the formulation is optionally free of lipophilic solvent; and the formulation is optionally free of surfactant.

In another aspect there is provided the formulation as disclosed above for use as a hand cleanser.

Also Pprovided herein are skin cleansing formulations particularly useful for cleaning heavy duty oil/dirt from skin based on lipophilic particles as a hydrophobic stain-removing agent for the replacement of all or part of the surfactants and solvents normally involved in greasy stain-removing heavy duty skin cleansers.

An embodiment of a skin cleansing formulation is a gel in which lipophilic polymeric particles are suspended. The particles are present in a concentration from about 0.1 % w/w to about 99% w/w of the formulation, and the gel comprises at least

one non-Newtonian thickener present in an amount sufficient to provide the formulation with a yield value of at least 30 dynes/cm^2.

In embodiments, the formulation is free of lipophilic solvents and/or is free of surfactants.

A Newtonian thickener can be any one or more of acrylates/C10-30 alkyl acrylate crosspolymer, carbomer, xanthan gum, guar gum, quaternised guar gum, alginate, bentonite, and is typically present in a concentration totalling from about 0.01 to about 10% w/w of the formulation.

The polymer particles are often present in the formulation in a range from about 0.5 to about 20% w/w of the formulation, for example, or range from about 1 to about 10% w/w of the formulation.

While lipohilic particles may themselves act as scrubbing particles, a formulation may additionally include other scrubbing particles in a concentration from about 0.1 to about 95% w/w, more likely in a concentration from about 0.5 to about 20% w/w, or from about 1 to about 10% w/w of the formulation. Such scrubbing particles can be any one or any combination of vegetable based, organic based and mineral based scrubbing agents, such as, for example, vegetable based particles e.g., one or more of ground cornmeal, ground fruit stones, ground walnuts, or other organic based scrubbing particles such as wood dust, polyethylene and/or polypropylene, or mineral based scrubbing particles such as pumice and/or ground shellfish.

One or more preservatives having bacteriostatic and/or fongistatic properties can be included in a formulation.