Claims:

1. A water-based skin moisturizing composition comprising an oil in water emulsion having an aqueous phase and an oil phase emulsified in the aqueous phase, wherein the oil phase comprises one or more emollients, wherein the composition contains a water-soluble shellac dissolved in the aqueous phase in an amount of 1 to 20 wt.% based on the composition as a whole but excluding any optional propellant that might be present.

2. The water-based skin moisturizing composition of claim 1, wherein the composition contains one or more water-soluble low molecular weight alcohols containing 1 to 6 carbon atoms and 1 to 5 hydroxyl groups.

3. The water-based skin moisturizing composition of claim 2, wherein the composition contains 45 to 80 wt.% water based on the composition as a whole but excluding any optional propellant that might be present.

4. The water-based skin moisturizing composition of claim 3, wherein the concentration of shellac in the composition is 5 to 40 wt.% based on the composition as a whole but excluding all water, low molecular weight alcohol and optional propellant that might be present.

5. The water-based skin moisturizing composition of claim 2, wherein the composition contains no more than 5 wt.% low molecular weight alcohol containing 1 to 6 carbon atoms and 1 to 5 hydroxyl groups based on the composition as a whole but excluding any optional propellant that might be present.

6. The water-based skin moisturizing composition of claim 5, wherein the composition is free of a propellant.

7. The water-based skin moisturizing composition of claim 1, wherein the composition contains 45 to 80 w.t% water based on the composition as a whole but excluding any optional propellant that might be present.

8. The water-based skin moisturizing composition of claim 7, wherein the concentration of shellac in the composition is 5 to 40 wt.% based on the composition as a whole but excluding all water, low molecular weight alcohol and optional propellant that might be present.

9. The water-based skin moisturizing composition of claim 8, wherein the composition is free of a propellant.

10. The water-based skin moisturizing composition of claim 1, wherein the composition is in the form of a lotion.

11. The water-based skin moisturizing composition of claim 1, wherein the shellac is dewaxed shellac.

12. The water-based skin moisturizing composition of claim 11, wherein the shellac is dewaxed bleached shellac.

13. The water-based skin moisturizing composition of claim 1, wherein the composition is made by combining a fortifying mixture comprising shellac dissolved in a mixture of water having an alkaline pH and one or more water-soluble low molecular weight alcohols containing 1 to 6 carbon atoms and 1 to 5 hydroxyl groups with the aqueous phase of the oil in water emulsion before or after the emulsion is formed.

14. The water-based skin moisturizing composition of claim 13, wherein the composition contains no more than 5 wt.% low molecular weight alcohol containing 1 to 6 carbon atoms and 1 to 5 hydroxyl groups based on the composition as a whole but excluding any optional propellant that might be present.

15. The water-based skin moisturizing composition of claim 14, wherein the composition is free of a propellant.