Claims:

1. A water-based skin moisturizing composition in the form of an oil-in-water emulsion, comprising an aqueous phase and an oil phase emulsified in the aqueous phase, wherein the oil phase comprises one or more emollients,

   wherein a water-soluble shellac is dissolved in the aqueous phase in an amount sufficient to improve the moisturizing properties of the emulsion, wherein the amount of the water-soluble shellac is from 1 to 20 wt.% based on the emulsion as a whole,

   wherein the emulsion contains 45 to 80 wt.% water based on the emulsion as a whole,

   wherein the amount of water-soluble low molecular alcohols containing 1 to 6 carbons atoms and 1 to 5 hydroxyl groups in the composition, if any, is less than the amount of water in the composition,

   wherein the emulsion has an alkaline pH, and

   wherein the composition is in the form of a lotion, paste, cream or gel.
2. The water-based skin moisturizing composition of claim 1, wherein the composition contains no more than 11 wt.% of 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 no more than 5 wt.% of water-soluble low molecular weight alcohols containing 1 to 6 carbon atoms and 1 to 5 hydroxyl groups.
4. The water-based skin moisturizing composition of claim 3, wherein the composition has a pH of >7 to 8.5.
5. The water-based skin moisturizing composition of claim 4, wherein the composition has a pH of 7.5 to 8.
6. The water-based skin moisturizing composition of claim 2, wherein the composition has a pH of >7 to 8.5.
7. The water-based skin moisturizing composition of claim 6, wherein the composition has a pH of 7.5 to 8.
8. The water-based skin moisturizing composition of claim 1, wherein the concentration of water-soluble shellac in the composition is 2-15 wt.% based on the composition as a whole.
9. The water-based skin moisturizing composition of claim 1, wherein the concentration of water-soluble shellac in the composition is 5 to 40 wt.%, this wt.% being based on all of the ingredients in the composition excluding the water and any alcohol that might be present.
10. 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.

11. The water-based skin moisturizing composition of claim 1, wherein the composition is in the form of a lotion and further wherein the composition contains 45 to 80 wt.% water based on the composition as a whole.
12. The water-based skin moisturizing composition of claim 11, wherein the composition contains 2 to 15 wt.% water-soluble shellac and 50 to 70 wt.% water based on the composition as a whole.
13. The water-based skin moisturizing composition of claim 1, wherein the water-soluble shellac is dewaxed shellac.
14. The water-based skin moisturizing composition of claim 13, wherein the water-soluble shellac is dewaxed bleached shellac.
15. The water-based skin moisturizing composition of claim 1, wherein the composition is made by combining one or more ingredients of the composition with a pre-formed 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.
16. A water-based skin moisturizing composition in the form of oil-in-water emulsion, comprising an aqueous phase and an oil phase emulsified in the aqueous phase,

    wherein the oil phase comprises one or more emollients,

    wherein a water-soluble shellac which is water-soluble because it is in contact with alkaline water is dissolved in the aqueous phase in an amount sufficient to improve the moisturizing properties of the emulsion,

    wherein the amount of the water-soluble shellac is from 1 to 20 wt.% based on the emulsion as a whole,

    wherein the emulsion contains 45 to 80 wt.% water based on the emulsion as a whole,

    wherein the composition contains no more than 11 wt.% of water-soluble low molecular alcohols containing 1 to 6 carbons atoms and 1 to 5 hydroxyl group, and

    wherein the composition is in the form of a lotion, paste, cream or gel.
17. A water-based skin moisturizing composition in the form of oil-in-water emulsion, comprising an aqueous phase and an oil phase emulsified in the aqueous phase,

    wherein the oil phase comprises one or more emollients,

    wherein a water-soluble shellac is dissolved in the aqueous phase in an amount sufficient to improve the moisturizing properties of the emulsion,

    wherein the amount of the water soluble shellac is from 1 to 20 wt.% based on the emulsion as a whole,

    wherein the emulsion contains 45 to 80 wt.% water based on the emulsion as a whole,

    wherein the emulsion contains not more than 5 wt.% of water-soluble low molecular alcohols containing 1 to 6 carbons atoms and 1 to 5 hydroxyl groups,

wherein the emulsion has a pH of 7.5 to 8, and

wherein the composition is in the form of a lotion, paste, cream or gel.