

Why Cotton Works Best for Single-Use Esthetic Wipes

For estheticians, single-use cotton wipes are used for [skin care](#) all the time. Some women even use them at home [to remove make-up](#). These wipes can be pre-saturated with solution, or they can remain dry. Though there are many options when it comes to cotton wipes, today we wanted to focus on why the natural fiber is perfect for this particular application.

Three Key Factors that Make Cotton Ideal for Esthetic Wipes

There's a reason why wipes made of cotton make a difference (and are [customer-preferred](#)). While we could talk about overall efficiency all day long, or [compare cotton to synthetic fibers](#), here are three key traits that make cotton ideal for wipes:

- 1. The Natural Factor:** The fact that cotton is a natural fiber is enough for many consumers. Remember all those next-to-skin applications? Cotton is comfortable and hypoallergenic, which allows it to work well for even the most sensitive skin.
- 2. The Sustainability Factor:** Since cotton is a renewable resource due to its biodegradability, it offers some [eco-friendly advantages](#) in comparison to its synthetic counterparts. More efficient farming practices have also enhanced the wonder fiber's appeal.
- 3. The Performance Factor:** Though it's been in use for a gazillion years (that's, of course, an approximation), cotton is in many ways a high-tech fiber. Wipes showcase one of cotton's greatest assets: wet strength. Whether infused with cleaner or botanicals, cotton wipes are built for performance.

How You'll Know Your Single-Use Wipes Contain Cotton

There is no requirement for manufacturers to label the fiber the wipes are made from. Wipes are produced using a wide range of fiber from synthetic fibers like polypropylene and polyester (that are not biodegradable) to semi-synthetic viscose rayon and Lyocell to natural fibers like cotton. However, most manufacturers of wipes that have cotton in them are proud to identify its presence on the packaging since consumers prefer cotton. That means the only sure way to know is to look on product packaging to ensure that the esthetic wipes contain cotton or purified cotton. The packaging should state this clearly, or display the Cotton Incorporated logo.



When It Comes to Cotton in Esthetic Wipes, Never Assume

Don't be fooled into thinking all white and soft wipe fabrics contain cotton. Most do not and the manufacturers that produce non-cotton wipes want to keep it that way: they'd rather you assume you're using cotton products due to its consumer-preferred status. Now that you know why cotton is ideal for esthetic wipes, it's important to make sure that the products you're using actually contain it.

Be a Game-Changer in Your Industry!

Let's take a trip throughout history to learn about 8 cotton innovations that have made a significant impact. You'll discover how those lessons can help enhance your next innovation.

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