

## Innospec makes 'sulfate-free' even easier

Innospec's applications team has drawn on its extensive knowledge and expertise to create two new optimised performance blends that are simple to use and offer optimum performance.

Transitioning to 'sulfate-free' formulations is often perceived as potentially complex and expensive, often resulting in inferior performance, higher cost products. Based on the company's unique surfactant Iselux (INCI name: sodium lauroyl methyl isethionate), these novel surfactant blends are free from sulfates, ethylene oxide and amides. Additionally, they are readily biodegradable and derived from natural, renewable resources.

Iselux SFS is a concentrated sulfate-free surfactant blend. It requires only the addition of water for dilution and electrolytes to thicken, in order to achieve stable finished formulations. Ideal for shampoos and bodywashes, Iselux SFS can also create crystal clear finished products.

Iselux SLB is a sulfate-free surfactant concentrate which can be cold-processed. It can also be used to create structured systems where the use of high levels of oils or other non-compatible actives is desired.

Both systems are mild and provide excellent foaming with a dense, luxurious lather and elegant after-feel on skin and hair.

The performance blends will be showcased at In Cosmetics 2012, Barcelona. Innospec will be at stand M39 to speak to visitors about how their blends can simplify and enhance your formulations.

Benefits of using Innospec blends:

- Optimised for peak performance
- Easy-to-use, just add water and thicken with electrolytes
- Cost-effective
- Reduced on-site inventory
- Reduced number of products to be sourced
- Simplified manufacturing process
- Easily create structured liquid systems
- Cold-processing

Blends property summary

- Sulfate-free
- Mild
- Naturally derived
- Biodegradable
- EO- and amide-free
- Excellent luxurious lather

In addition to creating desirable liquid sulfate-free products, Innospec has also created highly innovative and attractive personal care products in solid formats containing Iselux. These include solid shampoos and shave preparations. These products demonstrate how Iselux can bring its performance benefits even to solid bar preparations where its excellent lathering, mildness and after-feel create a unique user experience.

The recent resurgence in the popularity of bar soaps has inspired Innospec to develop an easy-to-use syndet base for beauty bars. Pureact SNTD-LO is an optimised blend of sodium cocoyl isethionate, stearic fatty acid and a specialty wax designed to enhance both processing efficiency and consumer appeal. This is a flaked base

which can be used as is or blended with soap to produce exceptionally mild high-quality syndet or combo bars for the personal care market.