



Personal Care



EcoSense™ Surfactants

*A family of naturally sourced,
biodegradable surfactants*

Overview Literature



Overview

EcoSense™ Surfactants are a family of naturally sourced, readily biodegradable surfactants from Dow. They have been specially developed to help create end-use formulations that offer optimum performance with excellent sensory appeal. Belonging to the family of Alkyl Polyglucosides, EcoSense products can be used as both primary and co-surfactants in a variety of cleansing applications, such as shampoos, body washes, facial cleansers, liquid hand soaps and baby wipes.

EcoSense Surfactants provide a new solution to help meet consumers' growing demands for personal care products that are milder to the skin and hair, have an improved environmental profile, and are naturally derived. EcoSense products are listed on ECOCERT and certified by the Natural Products Association, and are an ideal choice for formulators looking to develop products with “natural” label claims without any compromise on product performance.

EcoSense Surfactants offer several benefits to hair and skin cleansing formulations:

- Excellent flash foam
- Improved rinsability
- Allows formulators to develop mild cleansing formulations

EcoSense™ Surfactants at a Glance

(These are typical properties, not to be construed as sales specifications.)

	EcoSense 1200	EcoSense 919	EcoSense 3000
INCI name	Lauryl Glucoside	Coco-Glucoside	Decyl Glucoside
Description	Alkyl Polyglucoside, C12-16	Alkyl Polyglucoside, C8-C16	Alkyl Polyglucoside, C8-C16
% Solids	~50%	~50%	~50%
Recommended Use Level	1 – 15%	1 – 15%	1–15%
Appearance	Hazy, pale yellow viscous liquid	Hazy, pale yellow liquid	Hazy, pale yellow liquid
Viscosity (mPas) @ 40°C	~4,000	~1,000	~400
CMC¹	74.3	67.2	50.1
pH (10% aqueous)	12	12	12
Surface tension²	29	29	29

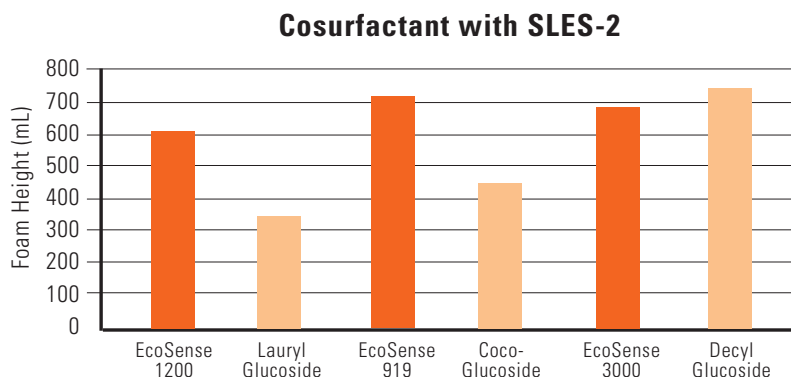
¹Critical Micelle Concentration: ppm @ 25°C; ²Surface Tension: dynes/cm at 1% actives, 25°C

Performance as a Co-Surfactant

EcoSense™ Surfactants have been shown to demonstrate excellent performance as a co-surfactant in multiple shampoo formulations. In these types of formulations, they have been shown to provide equal or improved flash foam and rinsability with a comparable or lower potential for skin irritation as compared to conventional Alkyl Polyglucosides.

Equivalent or Improved Flash Foam

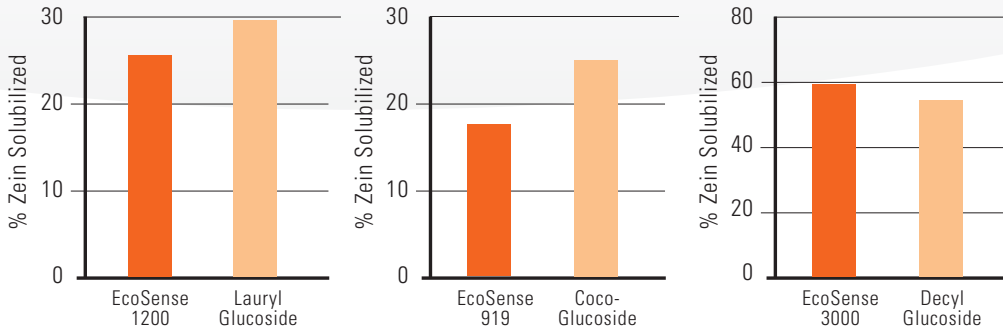
A blender foam test was conducted to evaluate the flash foam performance of EcoSense™ Surfactants in shampoo formulations as a co-surfactant with Sodium Laureth Sulfate (SLES). Initial foam heights were recorded at time 0 as an indication of flash foam performance. As shown in the following chart, the flash foam generated with the shampoo formulations based on EcoSense Surfactants was equivalent to or better than that of shampoo formulations based on conventional Alkyl Polyglucoside technologies.



Equivalent or Reduced Skin Irritation Potential

A modified Zein test was conducted to evaluate the skin irritation potential of EcoSense™ Surfactants in a sulfate-free shampoo formulation as a co-surfactant with Sulfoacetates. As shown in the following chart, a comparable to lower percentage of Zein was solubilized in the shampoo formulations based on EcoSense Surfactants as compared to shampoo formulations based on conventional Alkyl Polyglucoside technologies, demonstrating the reduced potential for irritation to the skin.

Cosurfactant with Sulfoacetates



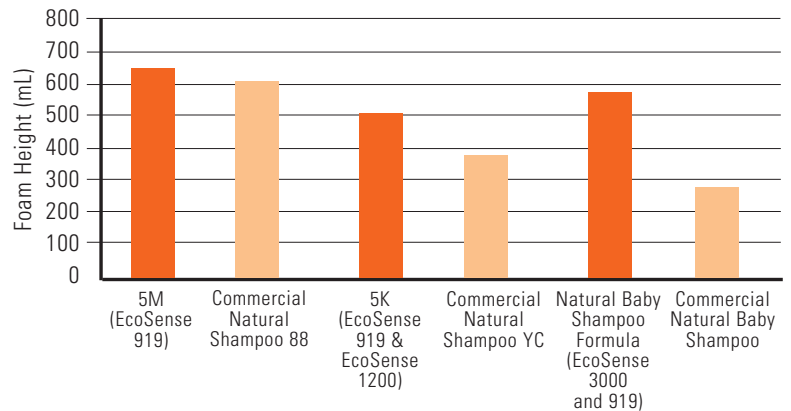
Performance as the Primary Surfactant

EcoSense™ Surfactants are an ideal choice as the primary surfactant in formulations promoting “all-natural” claims. In these types of formulations, they have been shown to provide improved flash foam as compared to conventional Alkyl Polyglucoside technologies.

Improved Flash Foam

The blender foam test described earlier was also conducted to evaluate the flash foam performance of EcoSense Surfactants in shampoo formulations, with foam heights recorded over a period of 30 minutes. As shown in the following chart, the flash foam generated with the shampoo formulations based on EcoSense Surfactants was higher than that of commercial shampoo formulations.

Primary Surfactant Formulation



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