

# OLIVOIL

## A V E N A T E

### >> VEGETABLE MILD SURFACTANT

#### PATENTED OLIVE OIL FATTY ACID & OAT POLYPEPTIDES BASED SURFACTANT

**Olivoil Avenate Surfactant** is a vegetable derived anionic surfactant able to build dermocompatible cleansers and rinse off products, working as a **new generation “surf-active”**.

It is composed of active ingredients as **olive oil fatty acids** (containing skin friendly unsaturated fatty acids, among which oleic and linoleic acid) and **oat polypeptides** (reference active for soothing applications and sensitive skin), able to provide a gentle and effective cleansing action, skin emolliency and barrier function restoring to promote a long lasting hydration and keep the homeostasis of the hydrolipidic film, even when used in presence of sulfates/sulfonates.

Olivoil surfactants can be used both as primary and secondary surfactants (benefits were proven even at very low amount of use, starting from 2%) and are ideal for the development of transparent end-products for sensitive skin, baby care, hair care and many other rinse-off applications.

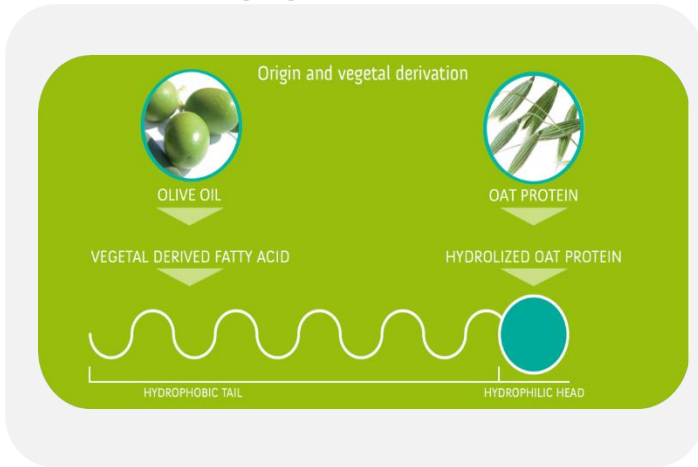
### >> POSITIONING

#### FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **PEG & Sulfate free**
- Vegetal origin, sustainable sourcing, based on active ingredients (olive oil and oat derivatives)
- Skin barrier restoring for a time prolonged skin moisturization
- Immediate tensor effect, silicon like texture and emollient after feel
- **Palm free**
- **Proven efficacy in TEWL reduction, elasticity enhance and anti-ageing in vivo tested**
- Ideal for sensitive skin, soothing and baby care applications

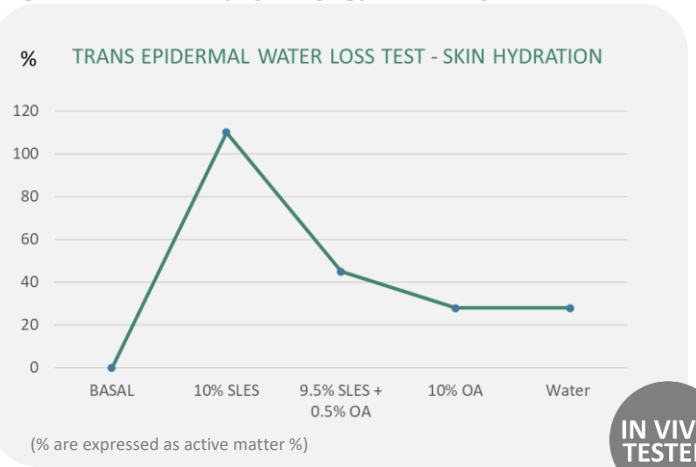


### PATENTED LIPO-POLYPEPTIDE



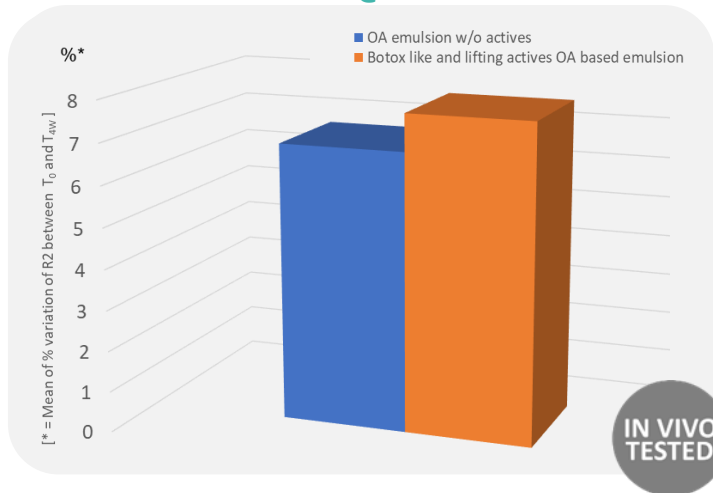
Olivoil Avenate is a patented anionic lipopolyptide, containing emollient olive oil unsaturated fatty acids and oat polypeptides.

### SKIN BARRIER RESTORING & HYDRATION



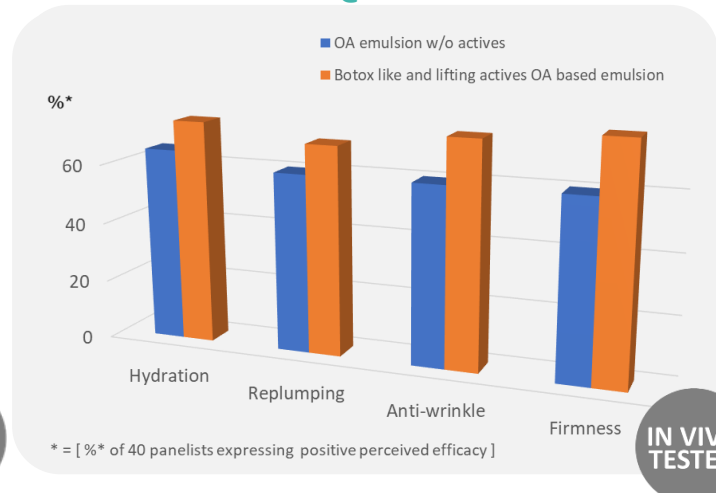
OA lipopolyptide, when included in rinse off systems, is able to keep the skin barrier integrity even in presence of massive SLES used.

### ELASTICITY ENHANCING @3% A.M.



OA lipopolyptide promotes skin retexturizing features by restoring skin hydrolipidic film and increasing elasticity.

### ANTI-AGEING ACTION @3% A.M.



Base emulsions with OA were proven to promote anti-ageing perceived efficacy comparable to emulsions loaded with botox like & lifting actives.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.5 ÷ 8.0 (transparent formulations require pH ≥ 5.5)	2.0 ÷ 30.0	All rinse off applications as cleansing active, emollient in leave on products	Vegetable	Add as it is to rinse off products, add in cold process in emulsions

[ INCI NAME : potassium olivoyl hydrolyzed oat protein, potassium cocoyl hydrolyzed oat protein, aqua ]



MADE IN ITALY

www.kalichem.it  
Tel. + 39 030 2693532  
kalichem@kalichem.it