



>> VEGETABLE MILD SURFACTANT

PATENTED OLIVE OIL FATTY ACIDS & GLUTAMIC ACID BASED SURFACTANT

Olivoil Glutamate is a vegetable derived anionic surfactant able to build dermo-compatible 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 **glutamic acid** (among the most abundant aminoacid of hair keratin and physiologically found on the 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. Ideal for hair care applications, too.

Olivoil surfactants can be used both as primary and secondary surfactants and are ideal for the development of transparent end-products for sensitive skin, baby care, hair care and many other rinse-off applications, with an important **impact on eco-sustainability given by their water saving features related to their rinsing off ease and the derivation from renewable sources.**

>> Positioning

FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- PEG,Sulfate & Palm free
- Vegetal origin, sustainable sourcing, based on active ingredients (olive oil and glutamic acid),
 environmental impact on water saving
- Skin barrier restoring for a time prolonged skin moisturization
- Emollient after feel, foam building/boosting
- Preservatives free version available
- Proven in vivo efficacy in TEWL reduction, softness and high tolerability
- Ideal for sensitive skin, soothing and baby care applications







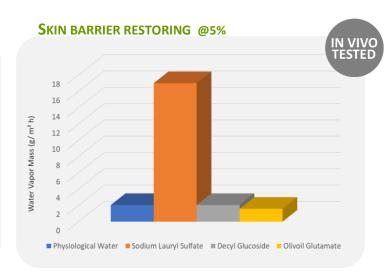






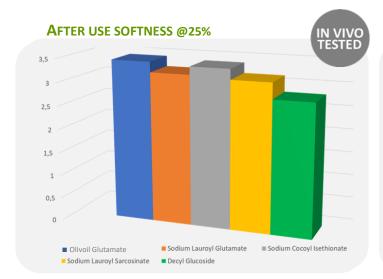
PATENTED LIPO-AMINOACID



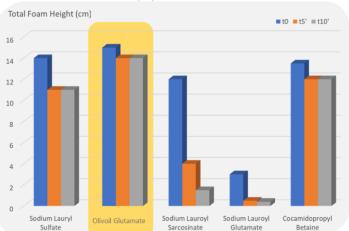


Olivoil Glutamate is made of a patented anionic lipo-aminoacid, containing emollient olive oil unsaturated fatty acids and glutamic acid.

OG lipo-aminoacid, when included in rinse off systems, is able to keep the skin barrier integrity better than sulfates, water and mild benchmarks.







OG promotes better softness after feel than other mild benchmarks, when included as primary surfactant (same base evaluated for all products). OG shows a foaming power better than several benchmarks. The foam built has a creamy consistency given by homogeneous small bubbles.

>> 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; in emulsion, add in water phase before heating up or in cold process

[INCI NAME : sodium olivoyl glutamate, disodium cocoyl glutamate, aqua]

