



OLIVOIL PCA

>> VEGETABLE EMOLLIENT & “GREEN SILICON”

PATENTED OLIVE OIL FATTY ACIDS & PCA BASED EMOLLIENT

Olivoil PCA is a vegetable derived anionic lipo-aminoacid able to promote a unique dermocompatible moisturizing and emollient action.

It is composed of active ingredients as **olive oil fatty acids** (containing skin friendly unsaturated fatty acids, among which oleic and linoleic acid) and **PCA** (among the main components of skin NMF), 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.

Olivoil PCA can be used in both leave on and rinse off applications, providing in both cases the skin with a unique silicon like texture, despite a totally vegetable derived composition, with an important **impact on eco-sustainability (“water saving” features, derivation from renewable sources etc.)**.

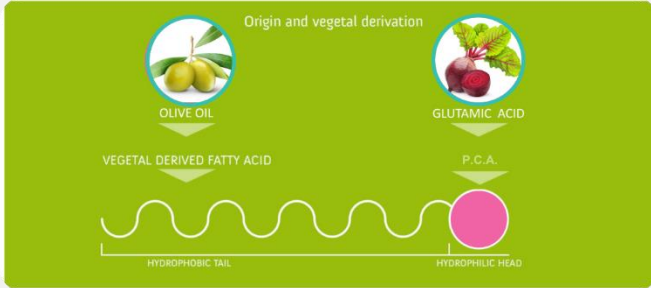
>> POSITIONING

FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **PEG & Sulfate free**
- **Vegetal origin, sustainable sourcing**, based on active ingredients (olive oil fatty acids and PCA), **environmental impact on water saving**
- **“Green silicon effect” technology**
- Skin barrier restoring for a time prolonged skin moisturization
- Emollient after feel, foam building/boosting, co-emulsifying features
- **Palm free**
- **Proven in vivo efficacy in moisturization, softness, emolliency, sulfate aggressiveness reduction**
- Ideal for sensitive skin, soothing and baby care in leave on and rinse off applications

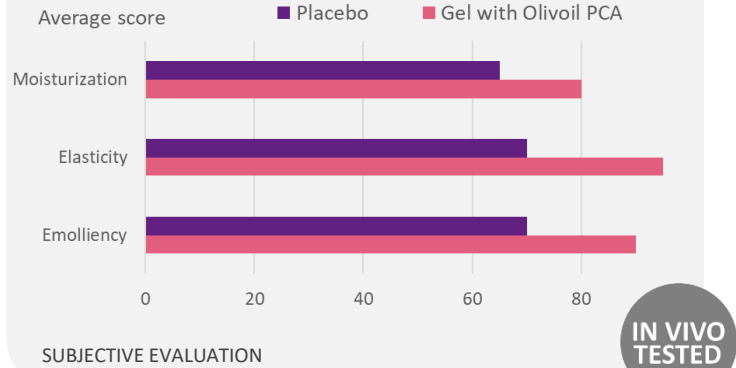


PATENTED LIPO-AMINOACID



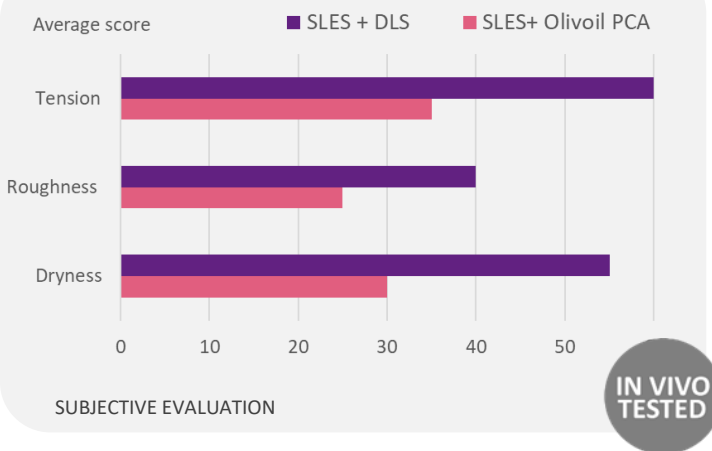
Olivoil PCA is made of a patented anionic lipopeptide, containing emollient olive oil unsaturated fatty acids and PCA.

EMOLLIENCY, ELASTICITY & MOISTURIZATION



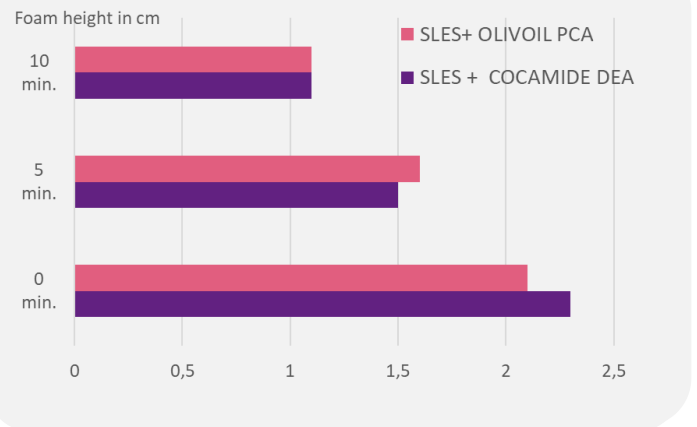
Olivoil PCA, when included in leave on systems @5%, promotes skin moisturization, elasticity and emolliency increase better than placebo.

REDUCTION OF SULFATE AGGRESSIVENESS



Olivoil PCA @ 5% promotes the reduction of sulfate tension, roughness and dryness, more effectively than a mild surfactant benchmark.

FOAMING POWER



Olivoil PCA, when used in rinse off systems @1%, gives a foam boosting action comparable to the benchmark Cocamide DEA.

>> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.5 ÷ 8.0 (transparent formulations require pH ≥ 5.5)	1.0 ÷ 10.0	All rinse off and leave on products	Vegetable	Add as it is to rinse off products; in emulsion add it either in water phase before heating or in cold process after the emulsion making

[INCI NAME : potassium olivoyl PCA, sodium PCA, aqua]