

OLIVOIL SURFACTANT

>> VEGETABLE MILD SURFACTANT

PATENTED OLIVE OIL FATTY ACIDS & VEGETAL POLYPEPTIDES BASED SURFACTANT

Olivoil Surfactant is a vegetable derived anionic surfactant able to build dermo-compatible cleansers and rinse off products.

It is composed of active ingredients as **olive oil fatty acids** (containing skin friendly unsaturated fatty acids, among which oleic and linoleic acid) and **vegetable polypeptides**, 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. Proven efficacy in terms of hair shaft protection.

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.

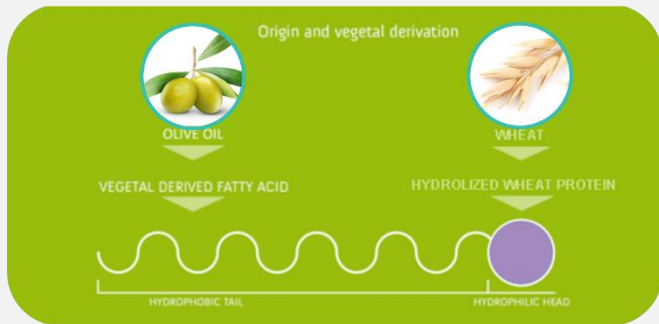
>> POSITIONING

FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **PEG & Sulfate free**
- Vegetal origin, sustainable sourcing, based on active ingredients (olive oil and vegetable protein derivatives)
- Skin barrier restoring for a time prolonged skin moisturization
- Emollient after feel, foam building/boosting
- **Palm free**
- **Proven in vivo efficacy in TEWL reduction, moisturization, softness, protection vs hair damage**
- Ideal for sensitive skin, soothing and baby care applications

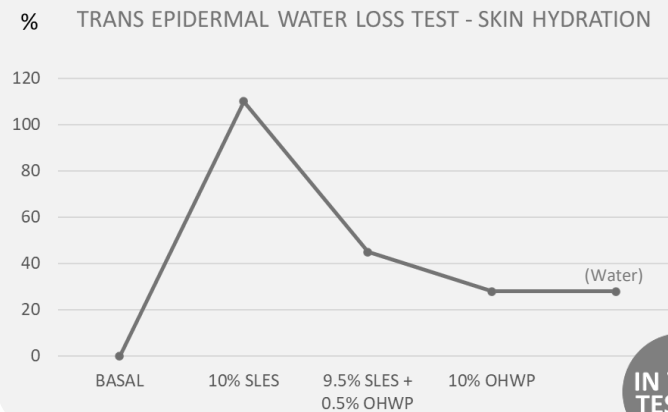


PATENTED LIPO-POLYPEPTIDE



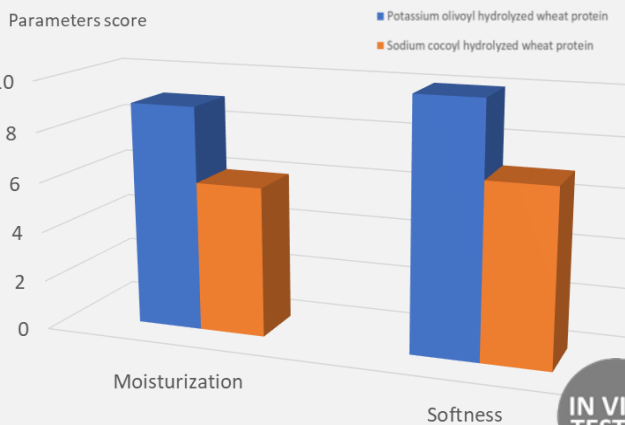
Olivoil Surfactant is a patented anionic lipopolyptide, containing emollient olive oil unsaturated fatty acids and wheat polypeptides.

SKIN BARRIER RESTORING & HYDRATION



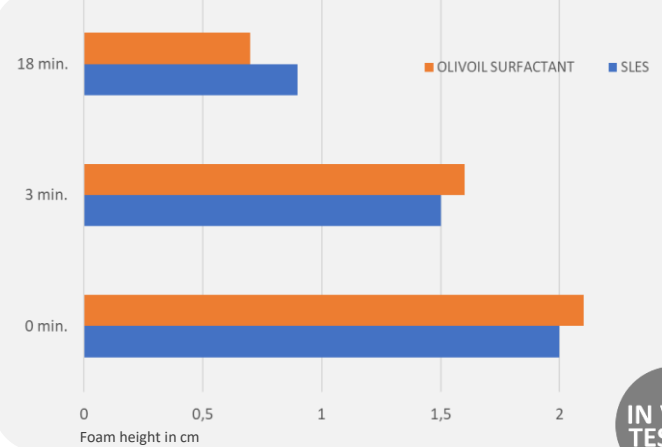
OS lipopolyptide, when included in rinse off systems, is able to regularize the skin barrier integrity even in presence of massive SLES used.

MOISTURIZATION AND SOFTNESS



OS lipopolyptide promotes skin moisturization and softness more effectively than surfactant with the same hydrophilic unit and different fat moiety.

FOAMING POWER



OS shows a foaming power comparable to SLES. The foam built has creamy consistency as result of the formation of small homogenous air 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, add in cold process in emulsions

[INCI NAME : potassium olivoyl hydrolyzed wheat protein, aqua]