

POTASSIUM OLIVATE

>> VEGETABLE LIQUID SOAP

OLIVE OIL FATTY ACIDS BASED SOAP

Potassium Olivate is a vegetable derived anionic surfactant, belonging to the category of liquid soaps, able to build dermo-compatible cleansers, rinse off cosmetics and household detergents.

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

Potassium Olivate is ideal for the development of transparent end-products for sensitive skin, baby care, and many other rinse-off applications, with an important **impact on eco-sustainability given by its derivation from renewable source.**

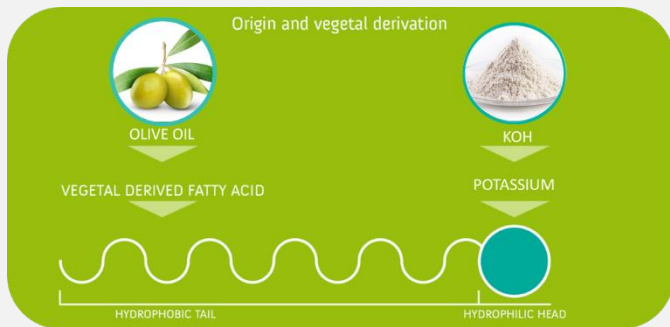
>> POSITIONING

FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **PEG & Sulfate free**
- **Vegetal origin, sustainable sourcing**, based on dermo-compatible olive oil fatty acids
- Skin barrier restoring for a time prolonged skin moisturization
- Emollient after-feel, foam building/boosting
- **Palm free**
- **Functional base for the development of traditional liquid soaps (Marseille, Aleppo, Castile and Nablus soaps)**
- Ideal for sensitive skin, soothing and baby care applications



OLIVE FATS BASED LIQUID SOAP



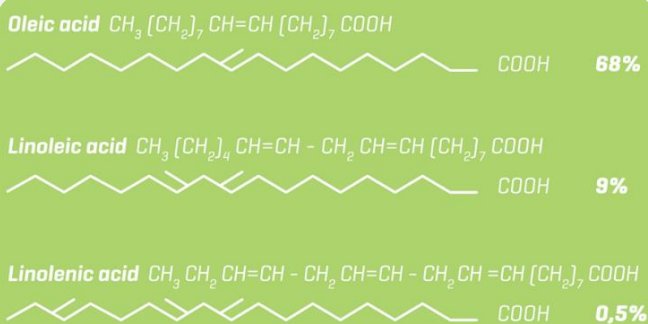
OLIVE UNSATURATED FATS

OILS	UNSATURATED LIPIDIC CHAINS
OLIVE OIL	84 %
PEANUT OIL	81 %
SUNFLOWER OIL	83 %
CORN OIL	81 %
SOYA OIL	82 %
COCONUT OIL	8 %

Potassium olivate is an anionic liquid soap. Olive oil fatty acids based soaps are known for their dermo-compatibility.

Olive oil contains abundantly the dermo-compatible unsaturated fatty acids, more than other oils used in cosmetics industry.

UNIQUE SOURCE OF OLEIC ACID



Olive is one of the main sources of oleic and linoleic acids, fats with soothing, skin barrier restoring and dermo-compatible features.

USE IN TRADITIONAL RECIPES



Potassium olivate is the main ingredient of traditional liquid soaps recipes, known for centuries in personal care and household.

>> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
6.5 ÷ 9.0 (transparent formulations require pH ≥ 8.0)	2.0 ÷ 30.0	All rinse off applications as cleansing active	Vegetable	Add as it is to rinse off products; in emulsion, add in water phase before heating up or in cold process

[INCI NAME : potassium olivate, aqua]