



Technologies to Deliver Fragrance Delight from Personal Care Products

Spray-Tek LLC

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PRODUCT/SERVICE BACKGROUND INFORMATION

Delivering fragrance longevity from skin or hair is an unmet consumer need. Simply increasing the fragrance level in a formulated product does not provide longevity of fragrance. Often, it is a consumer negative because the product scent becomes too polarizing and potent, leads to product phase stability issues, as well as regulatory/safety issues. Scent habituation requires new fragrance character hedonics to be delivered throughout the day for noticeability. Particle engineering can allow us to deliver such hedonics. Leave-on products such as leave-on hair conditioner, skin lotion, lip balm, deodorants, dry shampoos, as well as bar soaps are ideal formats to deliver fragrance longevity.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

There are four important attributes of our microcapsules that make them suitable for use in personal care applications to deliver fragrance longevity:

- 1) We pursue interfacial polymerization using natural materials to develop a friable microcapsule membrane
- 2) Our membrane is a hybrid organic/inorganic shell that minimizes the premature leakage of active material out of the microcapsule while allowing the membrane to be fractured to release the active material
- 3) Our membrane meets environmental biodegradability criteria : 60% degradation in 60 days per OECD 301D
- 4) We have INCI names for the membrane materials

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Our technology approach provides a way to deliver fragrance longevity from skin and hair. Product formats can be aqueous liquid suspensions or anhydrous formulations.