

## Colonial Chemical, Inc

[www.colonialchem.com/](http://www.colonialchem.com/)

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### A COMPREHENSIVE VIEW OF SURFACTANT IRRITATION POTENTIAL

#### PRODUCT/SERVICE BACKGROUND INFORMATION

As modern consumers continue to seek new and improved ways to optimize their cleansing routines, one trend stands out over others: the need for more gentle cleansing. And as animal testing for irritation has been replaced by a wide array of in-vitro tests, each with its own result scale and inherent challenges, it has become difficult to compare results across a broad array of products.

#### WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Vegan-compliant lab-scale zein testing has been conducted on over 60 individual surfactant ingredients and commercial cleansing products, covering traditional chemistry as well as new innovations in all major surfactant types: anionic, cationic, amphoteric, and nonionic. The same method is used to benchmark and evaluate formulation modifications with the goal of reducing the potential for irritation in vivo.

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

This data will make it easier for formulators to compare the irritation potential of various common surfactant ingredients using identical methodology, thereby improving product design and allowing formulators to meet the demand for gentle and effective cleansing products.