



## Ele Corporation

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

# Clean Care Hero Ingredients: Naturally Derived Emollients and Cold Processable Surfactant System

## PRODUCT BACKGROUND INFORMATION

Elé Corporation, an ISO 9001-2015 company manufactures specialty ingredients for the personal care industry. Our products are developed with expertise in chemical synthesis and a deep knowledge of personal care functionalities and applications in skin care, hair care and sun care. Given the changing demands of the personal care market, Ele is actively developing innovative products from renewable sources and greener alternatives. In the quest to make clean care formulation products focusing on the product developers, consumers, and earth, we are presenting three sustainable, environmentally friendly personal care products with higher renewable content, excellent functionality, and performance. Our product suite includes conditioning agents (color fixatives and hair resin plasticizers), emulsifiers/solubilizers as well as amphoteric, anionic, cationic, and nonionic surfactants, foaming agents, foam stabilizers / viscosity builders, and emollients. All these products have been designed following the 'Green, Clean and Easy' guidelines. Ele is delighted to offer a higher percentage of natural-derived ingredients, no controversial chemicals, cold processable cleansing products for energy and cost saving, and easily customizable formulation chassis.

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

Ele Corporation is introducing three hero 'clean beauty' compliant ingredients and showcasing them in different product formats, for skin and hair care applications.

- 1) **Glyceryl Olivate (Trade name: PEL-EST™ OVG)**, functions as a mild conditioning/ moisturizing agent, emollient, wetting agent, and emulsifier-ester (HLB 3.5). It is 100% natural derived from organic extra virgin olive oil, has a natural index of one per ISO 16128 guidelines, is readily biodegradable, and is free of PEG, EO, PO and dioxane. Glyceryl Olivate provides emolliency, O/W emulsion stability, more hydrophilicity than conventional oils, O/W emulsion stability and re-fattens the skin. Experimental data showing the performance of this product will be presented.
- 2) **Dimethicone PG-Sunflowerseedate (Trade name: PEL-SIL™ SFD)**, a 3-in-1 sunflower derived grafted product containing sunflower fatty acids, dimethicone and glycerol, which functions as a conditioning / moisturizing / emollient, emulsifying agent, and hair resin plasticizer. It provides skin substantivity, sheen, gloss, tack reduction with silky, non-greasy, feel, and excellent compatibility with natural oils and silicones. It has a renewable carbon content of 50%, and is free of PEG, prop-65 listed ingredients, and preservatives. Experimental data showing the moisturizing and sensorial benefits in skin care products, and improved user benefit performance data (detangling, wet/dry combing, hair shine), and pigment dispersion benefits in suncare products will be presented.

3) **Cold processable, eco-designed self-thickening surfactant blend concentrates (Trade name: PEL-SURF™ PHC series)**, are blends of mild anionic and amphoteric surfactants, which thicken sulfate-free personal care products without heating. Cold processable surfactant concentrates offer the advantages of reduced production time, energy consumption, and overall development and ingredient costs. The self-thickening concentrates are free from SLS/SLES, secondary amines and nitrosamines, are not tested on animals, and have low skin and eye irritation profiles. These products offer the expected safety profiles and improved performance, along with regulatory compliance, biodegradability and naturality. The phenomenon behind the pH-controlled viscosity and viscosity response profiles will be discussed focusing on the product applications: hand / face / body washes, shampoos, and liquid soaps.

Performance and efficacy of these three products are demonstrated through various skin care and hair care products: skin moisturizer, sunflower rejuvenating body lotion, olive and avocado skin replenishing dry body oil, sprayable light hair oil, blow dry lotion, hair conditioner, deep conditioning hair mask, hair edge gel, detangling conditioner, and leave in conditioner.

The formulas are available at: <https://elecorporation.com/pc-formulary/>. Newly developed men's and women's skin care and hair care products in different product formats will soon be available. Product development approaches for creating personal care formulations with these hero ingredients and benefits will be discussed.

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

These three sustainable, environmentally friendly personal care products offer a higher renewable content and provide excellent functionality and performance. We believe our products will help formulators and product developers to innovate new products meeting the 'clean care' trend and consumer' expectations. The formulas and prototypes presented will spark innovative product development concepts matching the growing consumer trends and help to develop new or reformulated skin and hair care products with user-perceivable benefits leading to label claims. The cold processable self-thickening surfactant blends will help to develop cost effective, energy efficient processes for producing pourable viscous formulations without the use of salts or thickening agents.