



Evonik Corporation

www.personal-care.evonik.com/en

Cationic microemulsion capable of encapsulating oil/emollient for high performance hair care conditioning

PRODUCT/SERVICE BACKGROUND INFORMATION

Sustainability has become one of the mega trends in many industries. It is no exception for Personal Care. Undoubtedly, naturalness is a key consumers' demand. Consumers are more and more interested in natural oils or emollients in hair care applications as a more sustainable option than many traditional materials to provide desirable conditioning properties. Often, manufacturers are seeking to use them as replacement of silicones which are excellent conditioning agents, however, not considered biodegradable. Though, it is a tall order to achieve comparable performance.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

The challenge lies on how to incorporate a relatively high amount of oil/emollient into water-based hair care formulations for effective conditioning performance without negatively impacting formulation's rheology profile and long-term stability. Evonik has developed systems of microemulsion concentrate based on cationic conditioning agents, which further enable the incorporation of a high amount of oils/emollients to provide additional conditioning benefits in a "natural" way for hair care formulations.

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

As will be illustrated in the poster, the exemplified cationic microemulsion with emollient shows an easy to handle, cold processable advantages for formulators, while providing consumer perceivable conditioning benefits comparable to a silicone benchmark. Moreover, it addresses various consumer-driving trends such as being vegan, PEG-free, and readily biodegradable. This technology is intended to assist in incorporating natural oils while speaking to naturality and the conscious manufacturer and consumer.