

Biobased Alpha Olefin Sulfonate (AOS): Sustainable Surfactant for Boosting Natural Content in Cosmetic Formulations

Pilot Chemical Company

www.pilotchemical.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Growing demand for natural, sustainable beauty products is driving interest in biobased surfactants. Alpha olefin sulfonates (AOS) are inherently dioxane- and sulfate-free and deliver effective cleansing, rich foam, low-pH stability, and electrolyte-responsive thickening. Yet conventional AOS depends on petroleum-derived feedstocks, limiting its contribution to natural-content claims. A newly developed biobased olefin offers a renewable feedstock for AOS, combining familiar performance with a more sustainable profile.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Pilot Chemical Company is introducing CalCare™ AOS-40 HP, a biobased anionic surfactant derived from renewable feedstock. Designed to deliver performance comparable to conventional AOS, CalCare™ AOS-40 HP gives formulators a more sustainable surfactant option with a 100% Renewable Carbon Index.

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

CalCare™ AOS-40 HP biobased surfactant helps formulators increase the natural content of cosmetic products without sacrificing functionality. Analytical, physical, and performance testing shows that this biobased AOS performs comparably to conventional synthetic alternatives while delivering a 100% Renewable Carbon Index. It provides brands with a practical surfactant option to support sustainability goals, improve natural content scores, and maintain the performance consumers expect.