

texturpure™ sa-1 ingredient for hair and skin care

a biodegradable and naturally-derived suspension agent and sensorial boosting texturizer for hair and skin care cleansers

With the rise of conscious consumerism and global trends for clean INCI, naturally-derived and sustainable personal care formulations; the consumer need for ecologically-sound products is fast becoming a necessity for new product launches. However, certain synthetic ingredients such as the acrylate-based rheology and suspension polymers have proven very difficult to replace without sacrificing consumer experience.

This inspired Ashland to develop texturpure™ sa-1 ingredient—our new and novel sustainable ingredient to deliver a rich, smooth, and luxurious texture with a clean break on pouring and suspension of oils and actives in shampoos and cleansing systems. The unique texturpure™ sa-1 ingredient was developed using Ashland's expertise in sustainable polysaccharide technologies. It is naturally-derived (according to ISO 16128), sustainably- and ethically-sourced, biodegradable, and has a clean INCI.

key features and benefits

- suspension and stabilization
 - suspends and stabilizes oils and particulates in cleansing systems
- boosts consumer relevant sensorials
 - on hand—clean break, rich smooth texture
 - in hair—glides and coats hair, rich foam
 - rinse—quick and easy rinse, no residues
 - after-feel—hair is smooth and detangled
- sustainable
 - naturally-derived (> 86%, ISO16128, calc.)
 - enables high-naturality formulations
 - sustainably-sourced
 - biodegradable
 - vegan suitable
 - clean INCI
 - GMO-free
- easy to use in manufacturing
 - cold water-soluble powder
 - heat- and salt-tolerant
 - clean break during filling, to reduce spillage

INCI: Hydroxypropyl Methylcellulose (and) Cellulose Gum (and) Xanthan Gum

physical form: 100% active powder

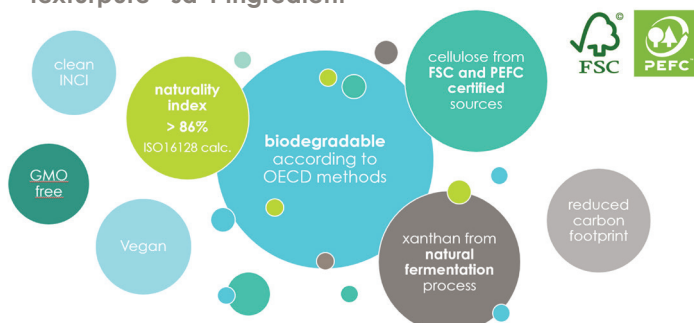
use level: 0.5-1.2% w/w



applications

- shampoos
 - sulfate-free
 - silicone-free
 - anti-dandruff
 - deep conditioning
- body washes
- facial cleansers
- hand soaps
- scrubs
- other cleansing systems

purity—natural, ethical and sustainable texturpure™ sa-1 ingredient



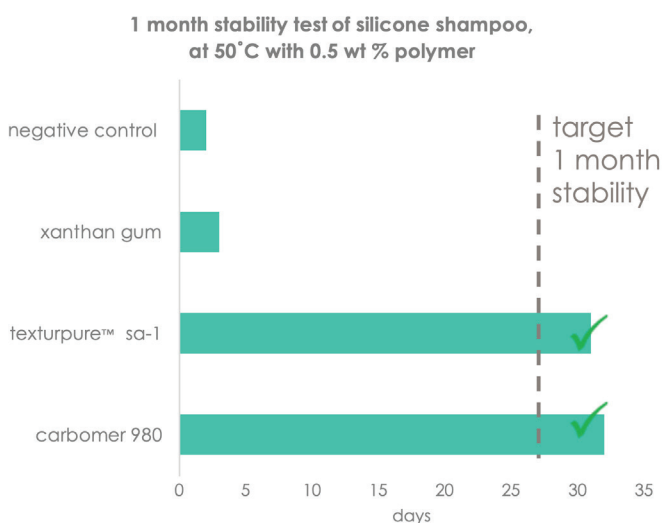
Ashland
always solving

suspension

Shampoo and cleansing systems typically rely on water insoluble ingredients such as: natural or silicone oils for conditioning; visual enhancers, e.g., opacifiers and mica for appearance; and particulates, e.g., scalp care actives for health. These essential ingredients are typically formulated in the rinse-off system with a stabilizing rheology modifier which has a sufficiently high yield value to provide suspension. Texturpure™ sa-1 is a highly efficient suspension agent and texturizing technology which is compatible with anionic, amphoteric and non-ionic surfactants. It offers excellent long-term stability, matching the industry-leading synthetic benchmark (Carbomer 980 – Lubrizol), even in challenging sulfate-free formulations. It is complementary to salt curves and is compatible with cationic conditioning polymers at typical usage levels.

suspension of oils and particles

texturpure™ sa-1 ingredient



texturpure™ sa-1 delivers 1 month stability matching synthetic market leader

a textured sensorial experience

We tested texturpure™ sa-1 extensively in the salon and at home over the four key moments of truth for the consumer against leading benchmark materials; we discovered that texturpure™ sa-1 delivers:

- **on hand:** forms a rich, smooth, and viscous product with a clean break when pouring, forms a uniform disc on the hand with a good shine; this ingredient is most effective for opacified, pearlized or translucent systems
- **on hair:** glides over hair smoothly with a cushioned feel, coating the hair from end to end, lathers easily and boosts foam, providing a rich foam with small bubbles
- **rinse:** easy to rinse without foamy residues or build-up; hair is tangle-free and manageable
- **after-feel:** fresh, detangled and easy to comb

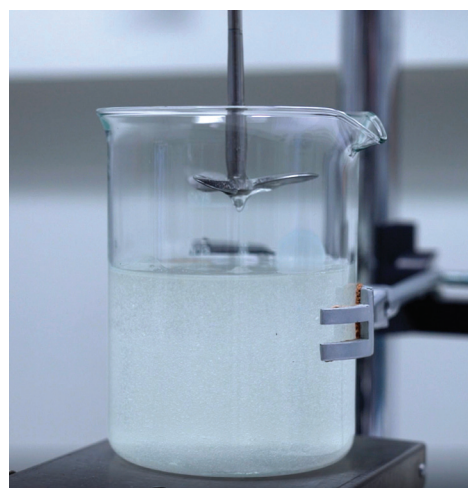
Additionally, texturpure™ sa-1 enables a highly conditioned sensorial experience in both silicone-based and silicone-free as it doesn't interfere with these conditioning and oil deposition technologies.

ease of use

Texturpure™ sa-1 is designed to be exceptionally easy to process at scale; it is delivered as a 100% active powder which can be easily processed in cold water, solubilizing in just 20-30 minutes with regular mixing.

cold water processing, method

1. disperse in water
2. adjust pH (> 8.5)
3. hydrate (20-30 min)
4. add surfactants and other ingredients or phases



cold water processing

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