



EcoSense™ Surfactants

EcoSense™ Surfactants are a new family of naturally sourced, readily biodegradable surfactants from Dow Personal Care. They have been specially developed to help create end-use formulations that offer optimum performance with excellent sensory appeal. Belonging to the family of Alkyl Polyglucosides, EcoSense products can be used as both primary and co-surfactants in a variety of cleansing applications, such as shampoos, body washes, facial cleansers, liquid hand soaps and baby wipes.

EcoSense Surfactants provide a new solution to help meet consumers' growing demands for personal care products that are milder to the skin and hair, have an improved environmental profile, and are naturally derived. EcoSense products have ECOCERT certification and are an ideal choice for formulators looking to develop products with “natural” label claims without any compromise on product performance.

EcoSense Surfactants offer several benefits to hair and skin cleansing formulations:

*Benefits

- Excellent flash foam
- Improved rinsability
- Allows formulators to develop mild cleansing formulations



*EcoSense™ Surfactants at a Glance

	EcoSense™ 1200	EcoSense™ 919	EcoSense™ 3000
INCI Name	Lauryl-Glucoside	Coco-Glucoside	Decyl Glucoside
Description	Alkyl Polyglucoside, C12-16	Alkyl Polyglucoside, C8–C16	Alkyl Polyglucoside, C8–C16
% Solids	50%	50%	50%
Recommended Use Level	1~15%	1~15%	1~15%
Appearance	Hazy, pale yellow viscous liquid	Hazy, pale yellow liquid	Hazy, pale yellow liquid
Viscosity(mPas)@ 40 °C	-4,000	-1,000	-400
*CMC	74.3	67.2	50.1
pH(10% aqueous)	12	12	12
**Surface tension	29	29	29

*Critical Micelle Concentration ppm @ 25°C

** Surface Tension: dynes/cm at 0.1% actives, 25°C

-Performance as a Co-Surfactant: Technical Data as attached

Performance as a Co-Surfactant EcoSense Surfactants have been shown to demonstrate excellent performance as a cosurfactant in multiple shampoo formulations. In these types of formulations, they have been shown to provide equal or improved flash foam and rinsability with a comparable or lower potential for skin irritation as compared to conventional Alkyl Polyglucoside

- Improved Flash Foam
- Improved Rinsability
- Reduced Skin Irritation Potential

-Performance as the Primary Surfactant: Technical Data as attached

EcoSense Surfactants are an ideal choice as the primary surfactant in formulations promoting “all-natural” claims. In these types of formulations, they have been shown to provide improved flash foam and rinsability with a lower potential for skin irritation as compared to conventional Alkyl Polyglucoside technologies.

- Improved Flash Foam
- Improved Rinsability
- Reduced Irritation Potential