

# OLIVOIL GLUTAMATE

## >> VEGETABLE MILD SURFACTANT

### PATENTED OLIVE OIL FATTY ACIDS & GLUTAMIC ACID BASED SURFACTANT

**Olivoil Glutamate** is a vegetable derived anionic surfactant able to build dermo-compatible cleansers and rinse off products, working as a **new generation “surf-active”**.

It is composed of active ingredients as **olive oil fatty acids** (containing skin friendly unsaturated fatty acids, among which oleic and linoleic acid) and **glutamic acid (among the most abundant aminoacid of hair keratin and physiologically found on the skin)**, able to provide a gentle and effective cleansing action, skin emolliency and barrier function restoring to promote a long lasting hydration and keep the homeostasis of the hydrolipidic film, even when used in presence of sulfates/sulfonates. Ideal for hair care applications, too.

Olivoil surfactants can be used both as primary and secondary surfactants and are ideal for the development of transparent end-products for sensitive skin, baby care, hair care and many other rinse-off applications, with an important **impact on eco-sustainability given by their water saving features related to their rinsing off ease and the derivation from renewable sources.**

## >> POSITIONING

### FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- PEG,Sulfate & Palm free
- **Vegetal origin, sustainable sourcing**, based on active ingredients (olive oil and glutamic acid), **environmental impact on water saving**
- Skin barrier restoring for a time prolonged skin moisturization
- Emollient after feel, foam building/boosting
- **Preservatives free version available**
- **Proven in vivo efficacy in TEWL reduction, softness and high tolerability**
- Ideal for sensitive skin, soothing and baby care applications



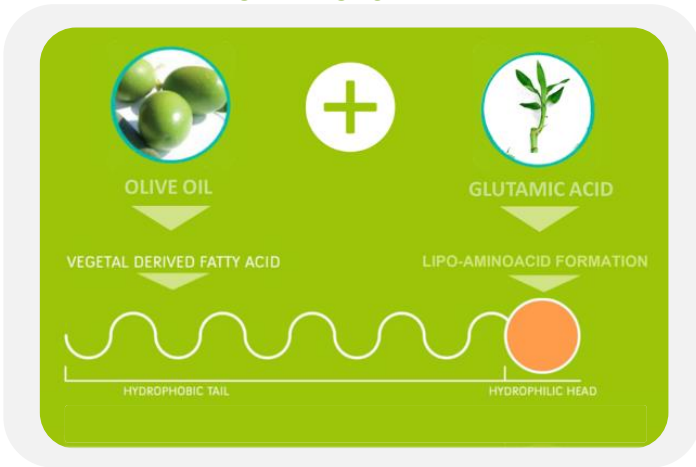
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MADE IN ITALY

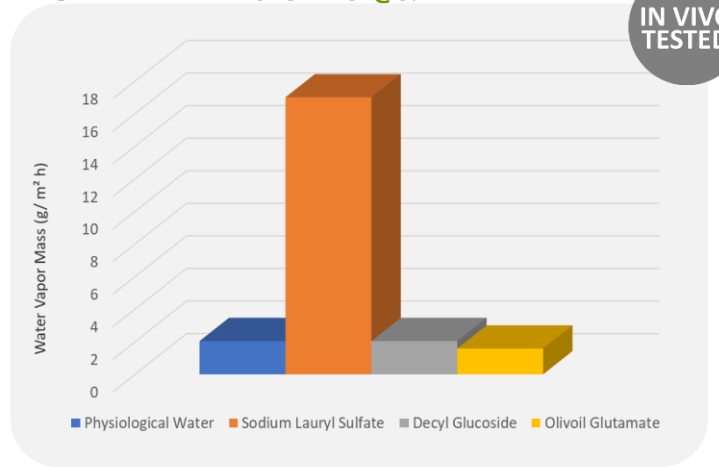
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### PATENTED LIPO-AMINOACID



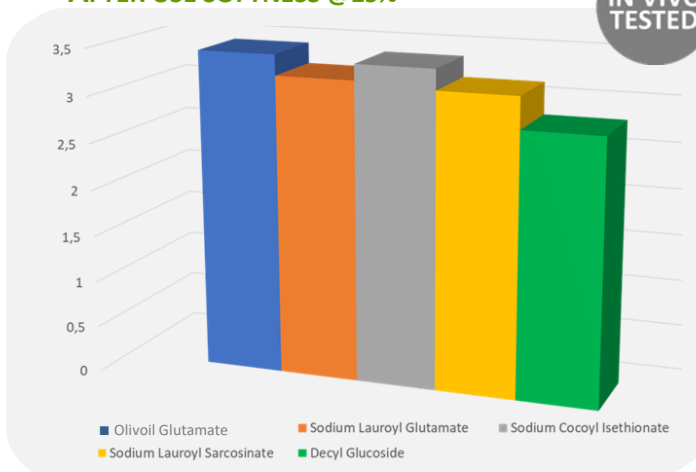
Olivoil Glutamate is made of a patented anionic lipo-aminoacid, containing emollient olive oil unsaturated fatty acids and glutamic acid.

### SKIN BARRIER RESTORING @5%



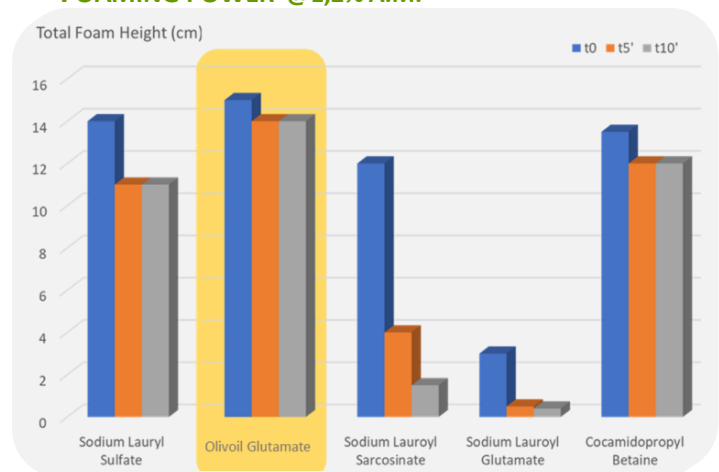
OG lipo-aminoacid, when included in rinse off systems, is able to keep the skin barrier integrity better than sulfates, water and mild benchmarks.

### AFTER USE SOFTNESS @25%



OG promotes better softness after feel than other mild benchmarks, when included as primary surfactant (same base evaluated for all products).

### FOAMING POWER @1,2% A.M.



OG shows a foaming power better than several benchmarks. The foam built has a creamy consistency given by homogeneous small bubbles.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.5 ÷ 8.0 (transparent formulations require pH ≥ 5.5)	2.0 ÷ 30.0	All rinse off applications as cleansing active, emollient in leave on products	Vegetable	Add as it is to rinse off products; in emulsion, add in water phase before heating up or in cold process

[ INCI NAME : sodium olivoil glutamate, disodium cocoyl glutamate, aqua ]