

Uses, functionalities and formulating

Main features and performances:

- Insolubility in water and oils
- High solubility in polar solvents (alcohols, glycols, etc.)
- Solubility in water by partial neutralization
- Oil repellency
- Water repellency (in acidic compositions)
- Antimicrobial activity
- Surface modifier
- O/W emulsifier
- Foaming agent

Formulating routes:

- Water solubilization by partial neutralization
- Solubilization in polar solvents

Claims and benefits:

- Skin protectant (against oil soluble irritants)
- Anti-irritant (in combination with AHAs)
- Acidity agent (low pH without irritation)
- Skin feel improver (antisticking agent)
- Hair conditioner (anti-rebound activity)
- Oil/water repellency-imparting agent (to powders and pigments)
- Anti-transfer agent (kiss-proof lipsticks)
- Emulsifier/preservative-free systems
- Water resistant compositions
- Non-animal origin

Main technical forms:

- Hydro alcoholic solutions
- Acidic xanthan gum gels (with solvents)
- Carbomer gels (with/without solvents)
- Acidic emulsions (with solvents)
- Superfluid emulsions
- Gel-emulsions (acidic and neutral)
- Powder systems (based on coated pigments)

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