

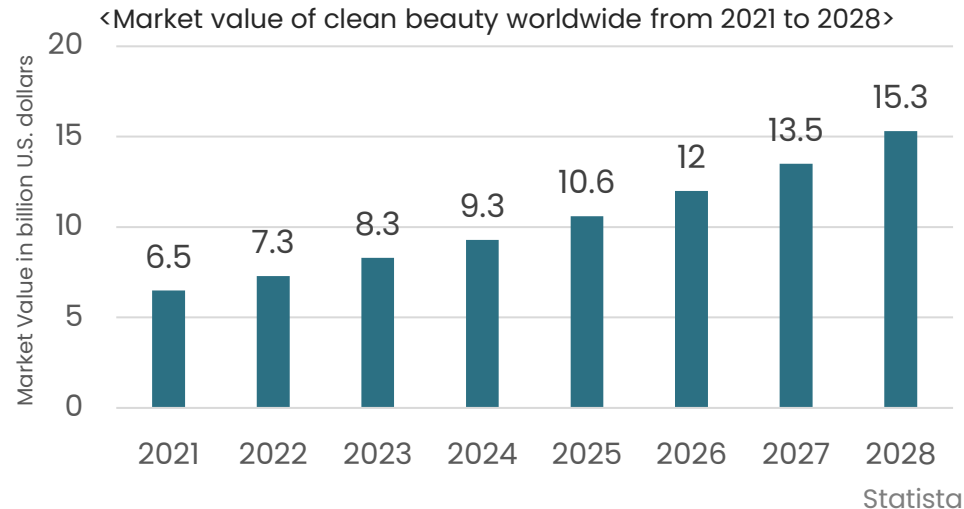


# **SUPERSURF AMIX 40**

# Latest Market Trend

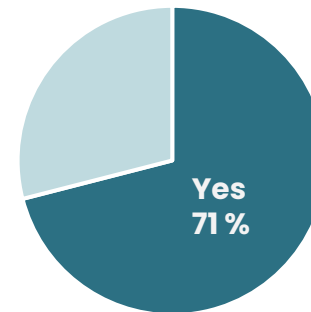
- Recently, the topics of '**Clean Beauty**' and '**Sensitive skin care**' have gained prominence.
- In the **Clean Beauty** trend, many products are seen to simplify ingredient usage and exclude various ingredients. According to data from Statista, the **Clean Beauty** market is predicted to continue growing until **2028**.
- According to a report released by **Aveeno** in **2022**, **71%** of adults self-identified as having **sensitive skin**, marking a **55% increase** in just **20 years**. **Mintel** data also indicates that the demand for products designed for **sensitive skin** has increased over the past **five years**. Additionally, the **sensitive skincare** market is growing in **China**, and as of **2023**, products tailored for **sensitive skin** are most widely used in **North America** and **Europe**.

## Clean Beauty

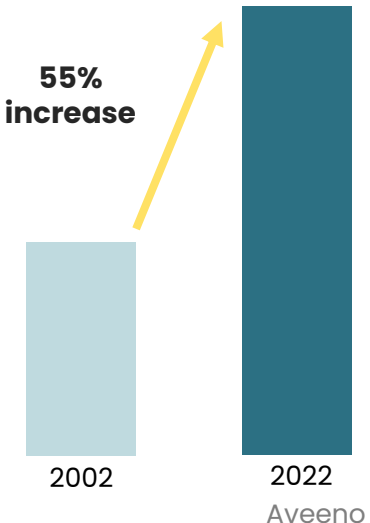


## Sensitive & dry skin Care

Do you identify yourself as having sensitive skin?



55% increase



# “Free-From” At The Forefront

Clean beauty began with a consumer focus on products that were free from harmful ingredients. NielsenIQ defines truly clean beauty products as those that are free from all the following: parabens, sulfates, phthalates, artificial colors and fragrances, plus 600 other ingredients. These **clean products** have reached **over \$400 million in sales** and show even higher growth rates compared to the total category (+8.1% vs +2.0%).

## Free-from drives growth



# Related Scalp Care Product Innovations

RELIEVE ITCH THROUGH COOLING



Head and shoulders sub zero sensation anti-dandruff shampoo

DRY HAIR, OILY SCALP



Dove hydrogel treatment mask

CLEANSE WITH SCALP SCRUB

INVIGORATING DETOX SCALP SCRUB



Nexus invigorating detox scalp scrub

# The Significance of Mild Surfactants

## Sulfates and Its Negative Impact

- Essential and natural lipids stripped from skin/ scalp which breaks barrier integrity and increases Transepidermal Water Loss (TEWL)
- Unpleasant sensory properties, dry after feel.
- Hair is more prone to breakage.
- Sulfate absorption and accumulation can cause skin irritation/ inflammation



## Surfactants for Sensitive Skin: The Gentle Approach\*

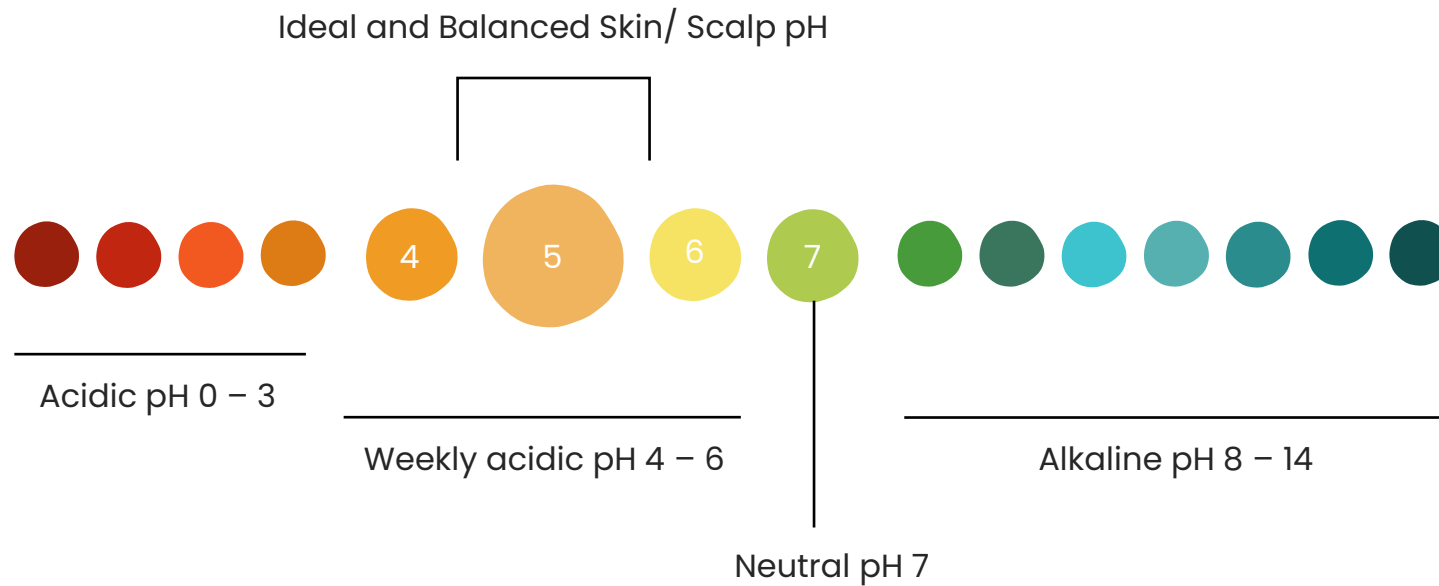
The 'mildness' of surfactants on the skin and hair is of paramount importance due to their high frequency of use.

***Surfactants should have as little impact as possible on the skin's functional and structural integrity.***

Harsh soaps are known to be irritating, cause dryness or tightness and cause damage to both protein and lipid regions of the Stratum Corneum after multiple washes. Damage resulted on the Stratum Corneum also contributes to high Transepidermal Water Loss (TEWL).

# The Significance of Mild Surfactants

## Skin and Scalp pH Scale



**GENTLE CLEANSING**  
**pH 5.0 – 5.5**

**EASILY ACHIEVE WASHES OF PH 5.0 – 5.5 WITH SUPERSURF AMIX 40**



# Challenges

## of Using Amino Acid Surfactants

1

Poor transparency, haziness of formulation at low pH ~5

2

Difficult to control viscosity, fail to achieve high viscosity

3

Poor foaming, foam is significantly reduced at low pH ~5



# Our solution

## SUPERSURF AMIX 40

**1**

Fast and Easy Formulation at Low pH

**2**

Good Foaming, Transparency, and Viscosity

**3**

Suitable for Gentle Mild Wash at Low pH



# SUPERSURF AMIX 40

The Perfect Blend



## Performance

- Dense and creamy foam
- Clean yet gentle
- Excellent conditioning, soft skin feel after wash



## Safety

- Mild
- Sulfate-free
- EWG green
- Safe



## Usage

- Fast, fuzz-free application
- Cold-processable
- Easy thickening of AAS with good viscosity & transparency
- Achieve mild wash of pH 5 – 5.5

# SUPERSURF AMIX 40

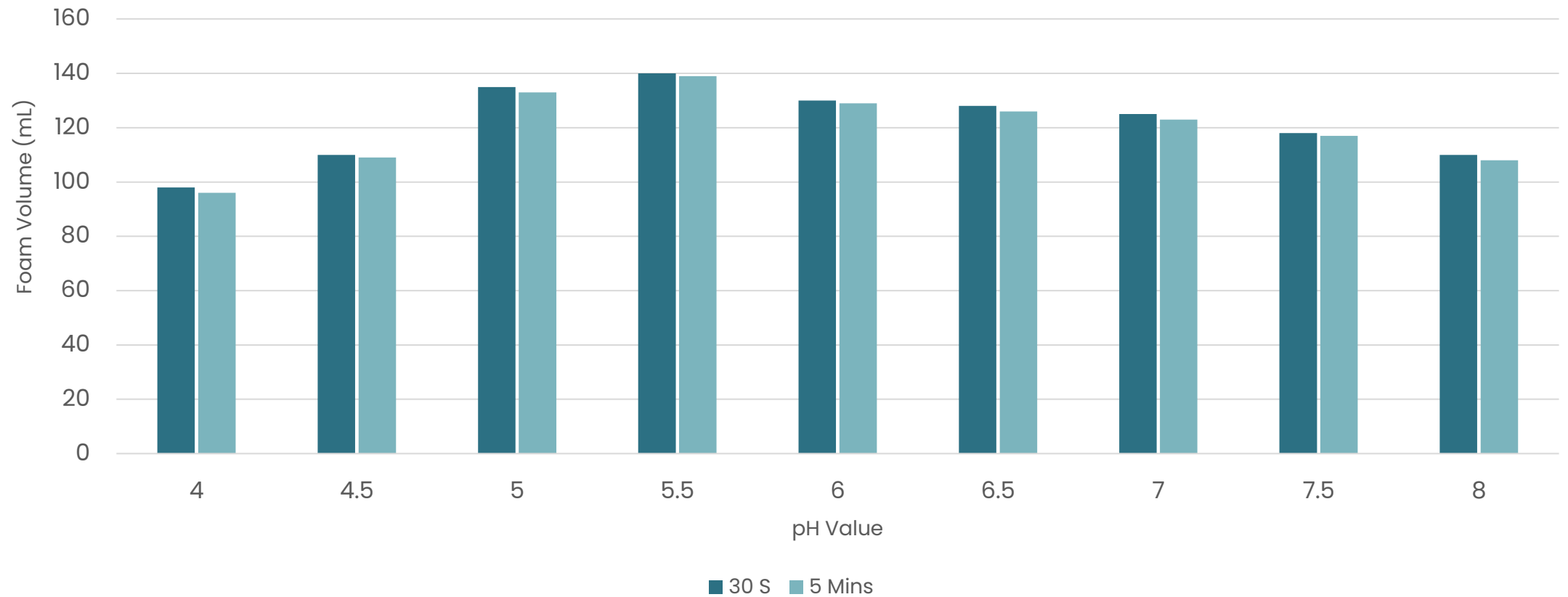
## Composition and Specification

TYPE	Composition
ANIONIC SURFACTANT	SODIUM METHYL COCOYL TAURATE
	SODIUM COCOYL ALANINATE
AMPHOTERIC SURFACTANT	COCAMIDOPROPYL HYDROXYSULTAINE

SPECIFICATIONS	STANDARD INDICATORS
APPEARANCE, 25°C	YELLOWISH VISCOUS LIQUID
ODOUR	SLIGHT CHARACTERISTIC ODOUR
PH VALUE (AS IS, 25°C)	8.0 – 10.0
TOTAL SOLID CONTENT, %	≥ 35.0
VISCOSITY (SPINDLE 3, 30 RPM, 25°C), CPS	> 2000

# FOAM VOLUME



## Foam Volume of Supersurf AMIX 40



Test method: 0.25% active solution, at 25°C.

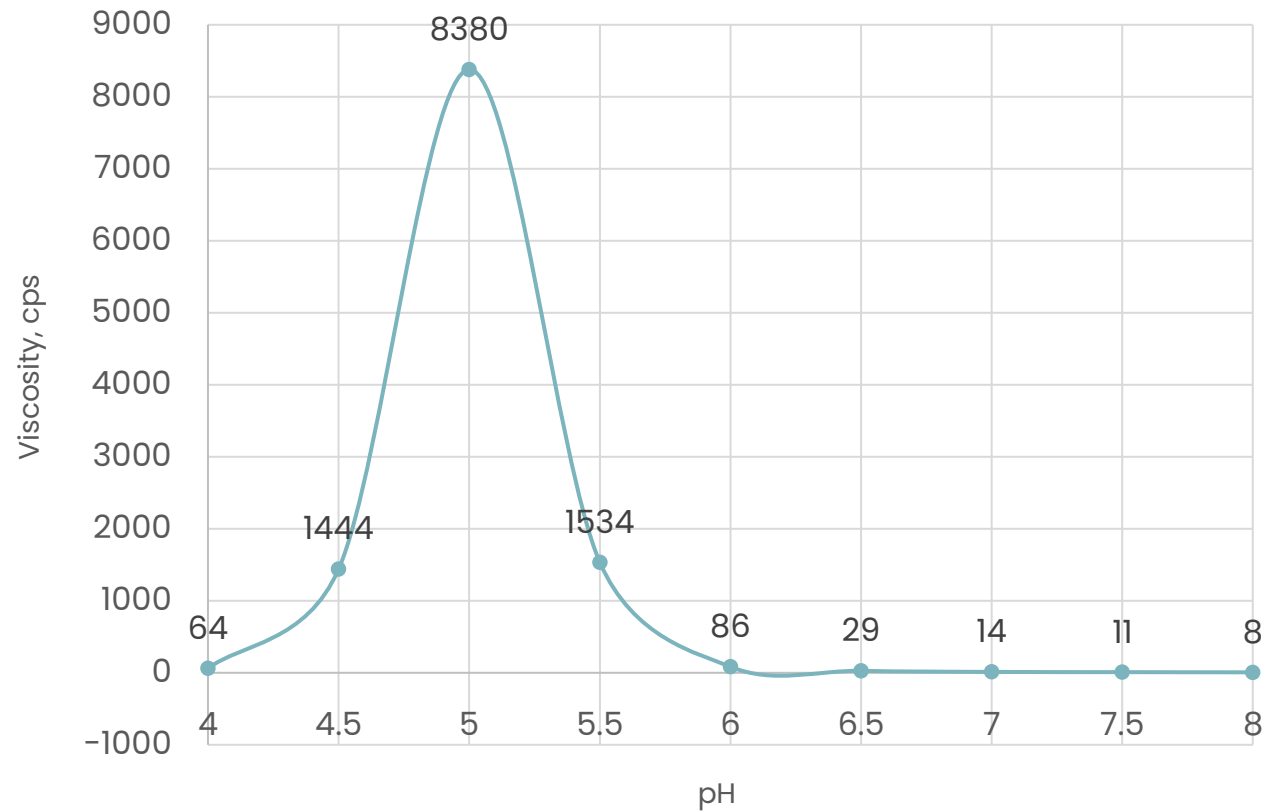
# TRANSPARENCY

## Good transparency in formulations

	50:50	40:60
Composition	Supersurf AMIX 40 (50%) Water (50%)	Supersurf AMIX 40 (40%) Water (60%)
Condition	pH 5	pH 5
Viscosity	Spindle 4, 60 rpm, 25°C: 8380 cps	Spindle 4, 60 rpm, 25°C: 5890 cps
Transparency		

# VISCOSITY

## Viscosity-pH Curve

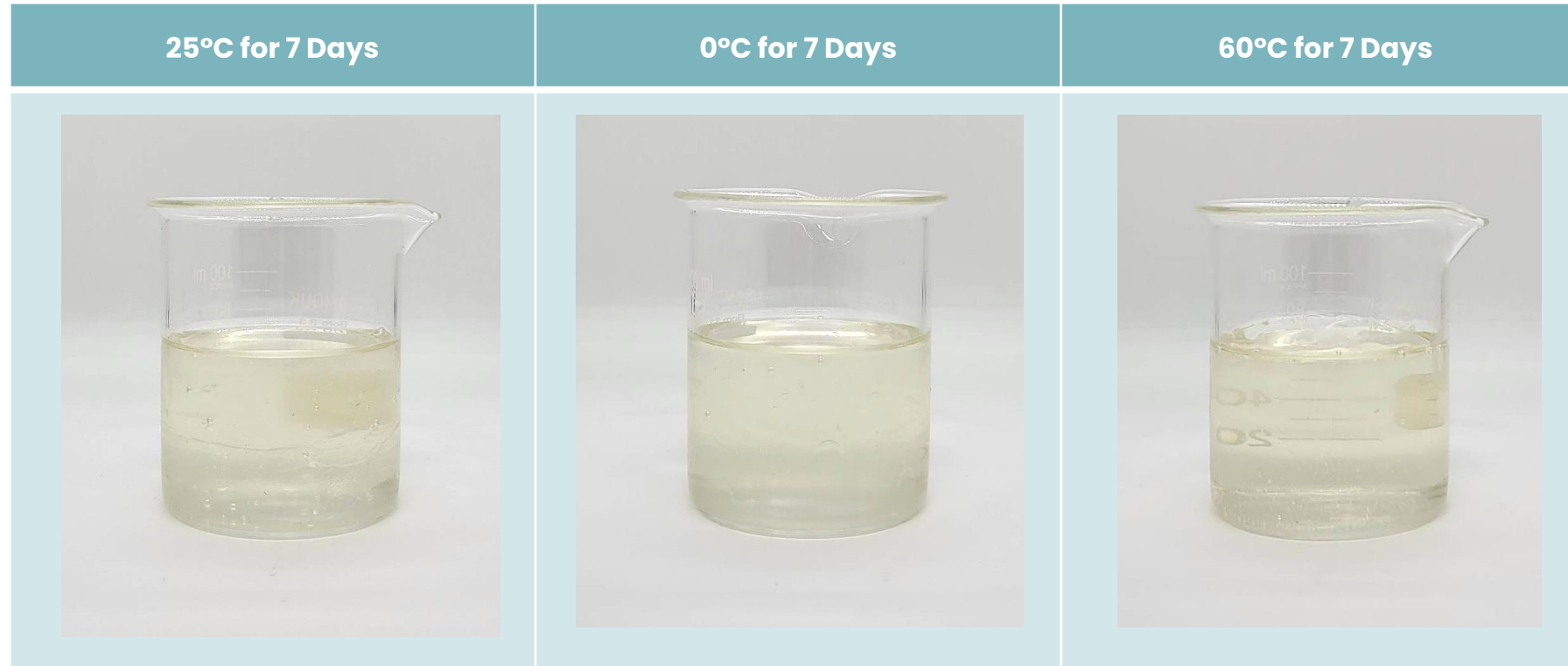


### Test Method

- Formulation: 50% Supersurf AMIX 40 + 50% water
- Reducing pH by adding pH adjuster, citric acid.

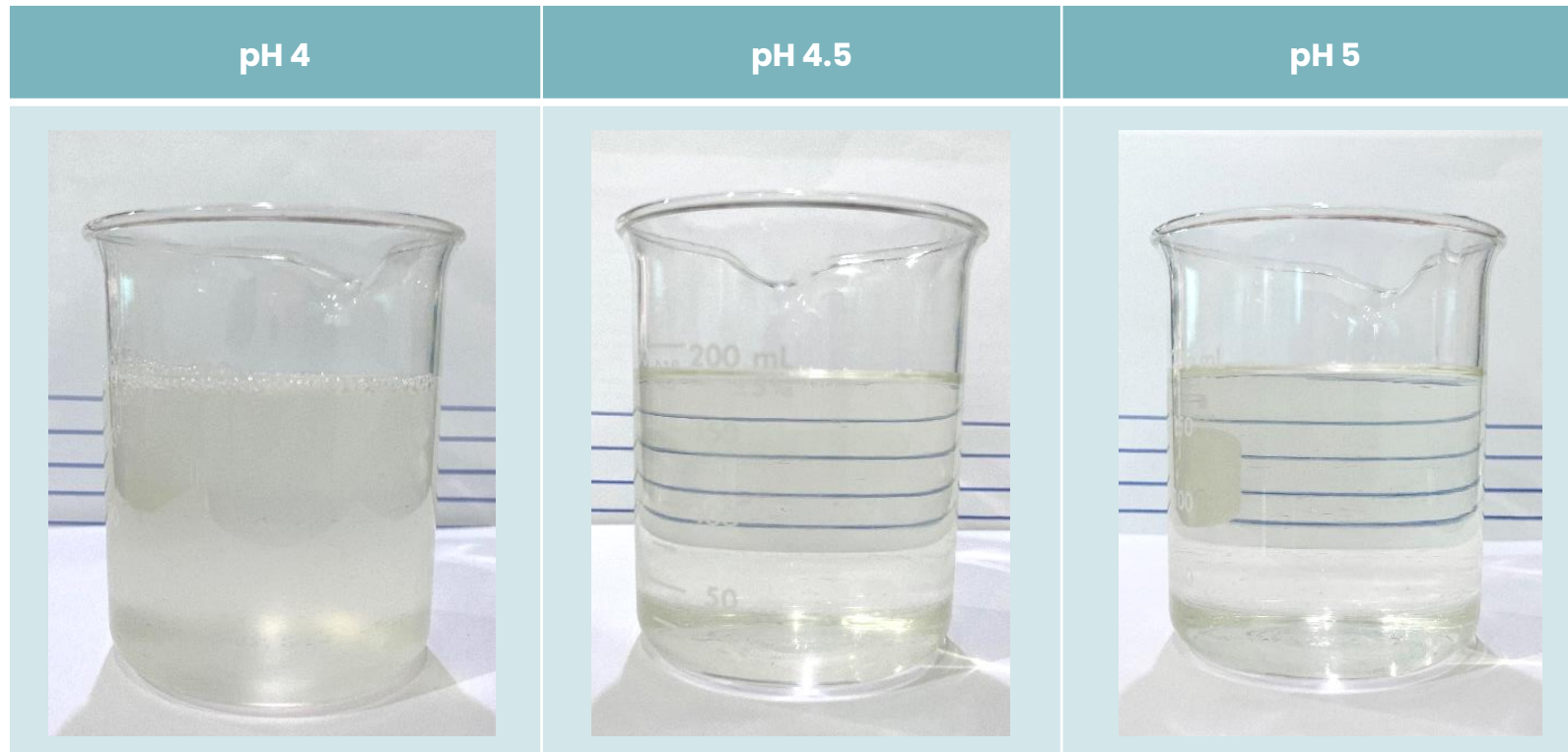
# STABILITY

Stability of Supersurf AMIX 40 at high and low temperatures



# STABILITY

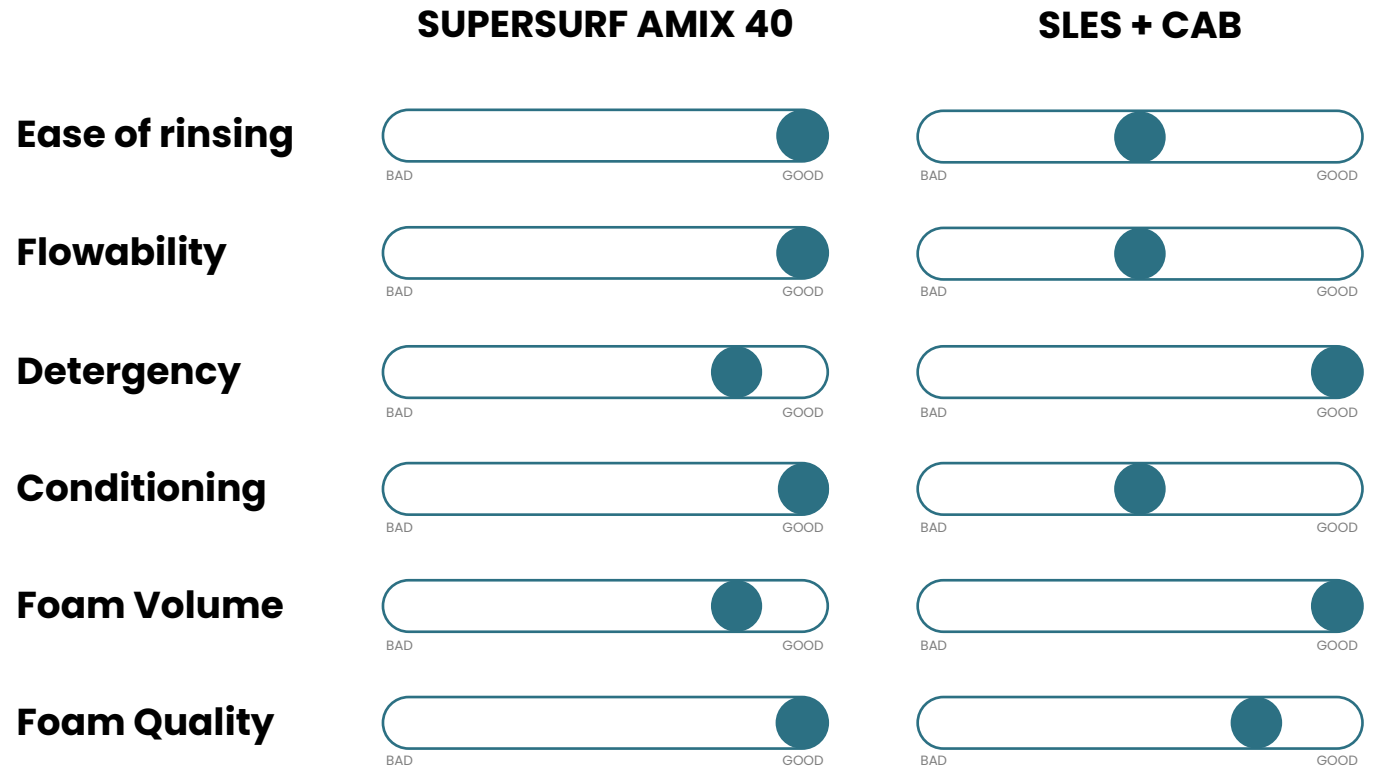
Stability of 50% Supersurf AMIX 40 solution at different pH



# PANEL TESTING

## Appearance and Performance

50% Supersurf AMIX 40 formulation. Results from 20 people of age 20-40.



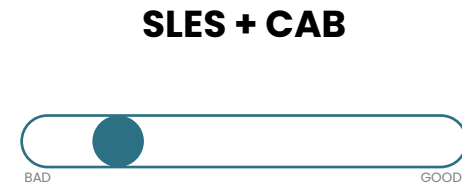
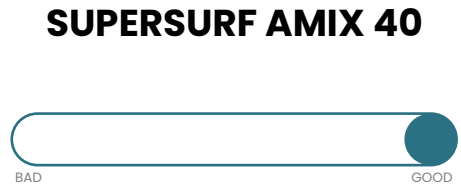


# PANEL TESTING

Sensory

Skin

**Soft After Feel**



**Residue/ Stickiness**



**Comfort**



Hair

**Moisturized After Feel**



**Ease of Combability**



# USE GUIDE

Fuzz-free formula for various applications

**30 – 40%**

Recommended Dosage  
for **Body Wash**



**40 – 50%**

Recommended Dosage  
for **Hair Wash**



## 1 Simple Dilution

Add desired concentration of Supersurf AMIX 40 based on application to water.

## 2 Ingredients Addition

Add desired active ingredients or conditioners to blend. Then, add fragrance and preservative.

## 3 pH Adjustment

Using Citric Acid, lower the pH of the blend.



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