

# OLIVOIL FRUTTOSIDE

## >> VEGETABLE MILD SURFACTANT

### PATENTED OLIVE OIL FATTY ACIDS, FRUCTOSE & OAT AMINOACID BASED SURFACTANT

**Olivoil Fruttoside** is a vegetable derived surfactant complex 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) **oat aminoacids and fructose**, 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. Specific for hair conditioning, softening and shining.

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**.

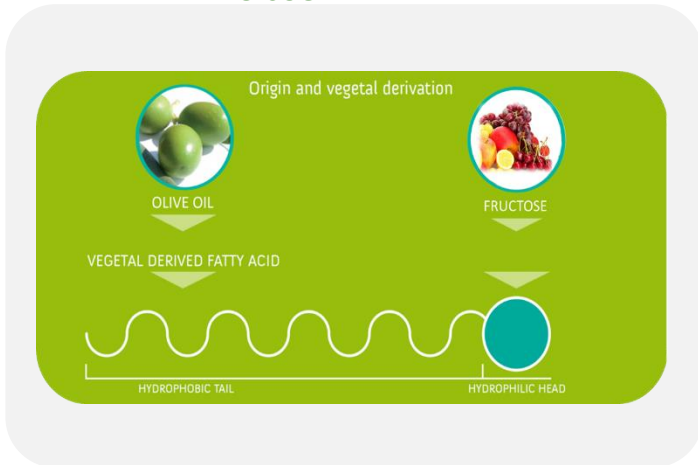
## >> POSITIONING

### FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **PEG & Sulfate free**
- Vegetal origin, sustainable sourcing, based on active ingredients (olive and coconut oil derived fatty acids, oat derived aminoacids, fructose), **low environmental impact and water saving**
- Skin barrier restoring for a time prolonged skin moisturization
- “Quat free” hair conditioning active
- **Palm free**
- **Proven in vivo efficacy in hair conditioning, TEWL reduction, softness and tolerability against skin irritation, foam and viscosity boosting**
- Ideal for sensitive skin, advanced hair care treatments, soothing and baby care applications

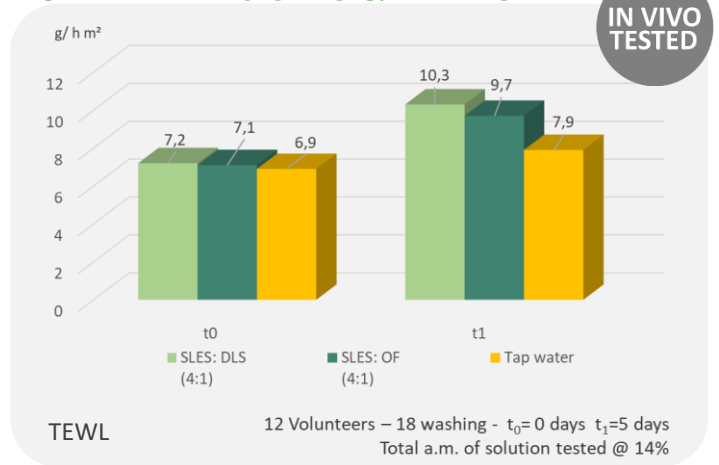


## PATENTED LIPO-SUGAR



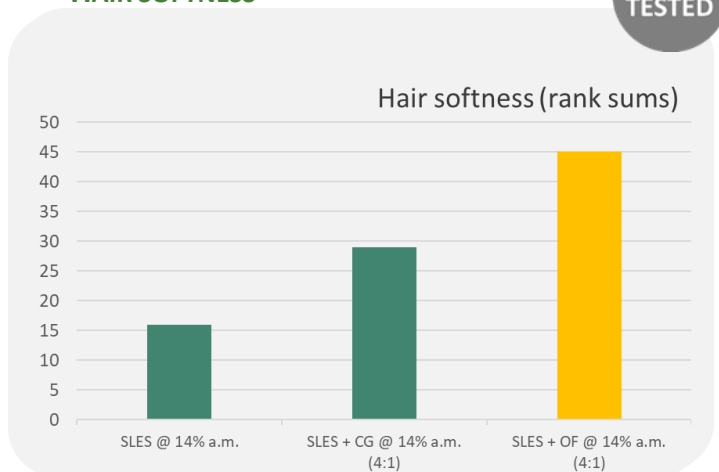
OF is made of a patented anionic lipo-aminoacid and lipo-sugar (fig.), containing olive oil fatty acids functionalized with fructose and oat aminoacids.

## SKIN BARRIER RESTORING & HYDRATION



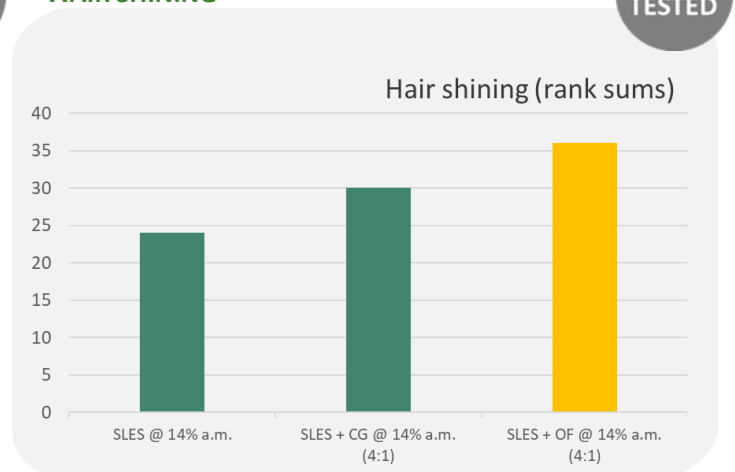
OF reduces TEWL in presence of sulfates more effectively than a mild benchmark. Similar behavior was observed in erythema reduction.

## HAIR SOFTNESS



OF promotes hair softness increase higher than a mild benchmark, when used as secondary surfactant in a sulfate based system.

## HAIR SHINING



OF promotes hair shining better than a mild benchmark, when used as secondary surfactant in a sulfate based system.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.5 ÷ 8.0 (transparent formulations require pH ≥ 5.5)	2.0 ÷ 20.0	All rinse off applications as cleansing active, emollient in leave on products	Vegetable	Add as it is to rinse off products, add in cold process in emulsions, do not heat up

[ INCI NAME : sodium cocoyl/olivoyl hydrolyzed oat protein, fructosyl cocoate/olivate, fructose, aqua ]



MADE IN ITALY

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