

iff

Where science
& creativity meet

I AM CLEAN





Natural Cleansing Foam

Clean beauty is moving full-speed ahead. It's a movement with momentum. Conscious consumers want to know what's in it and why.

Alex grew up in the age of social media and transparency. He's suspicious and skeptical. So don't try to impress him with fancy claims and big promises. He isn't buying it. Just be real. That's all Alex needs. Authenticity. Staying true to who he is, his values and individuality. Being authentic is about consistency and continuity between his online persona and real life.

Alex wants to know the facts behind the product. He wants to look behind the scenes and know what goes into what he buys – and how that affects his own wellness and the planet.

For Alex it's all about being relevant and transparent. He knows what's good for him and what isn't. And he'll listen if you speak to him, not at him.



**“Later, toxins.
Hello juice fast.
Detox starts today.”
#wellness**

Alex, 27, New York, USA

Gentle facial cleansing foam based on green mild surfactants blend. This formulation utilizes the innovative performance and visual aspects of gellan gum which contributes to the suspension of glitters while maintaining a liquid consistency with good foam dispensing quality. A sulfate-free, PEG-free and paraben free formula.

Active ingredients

- 4% GENENCARE® OSMS BA: for moisturization, protection and sensory benefits**.
- 2% NEOLONE® BIO G: Ethyl Lauroyl Arginate, preservative derived from natural ingredients
- Mild surfactants: Coco betaine, Coco Glucoside, Sodium Cocoyl Glutamate

Usage

Wet your hands and dispense a generous amount of foam by simply pressing on the pump. Rub between your hands and wash your face. Rinse-off thoroughly with lukewarm water.

Natural Origin Content (ISO 16128)

92.06%

Characteristics

Aspect: Clear fluid gel

Color: Red with suspended glitters

Odor: Characteristic Dragon fruit fragrance

pH: 5.8

Stability @45°C: 3 month, a discoloration may occur with light

Microbiology: Pass Challenge Test Criteria A, according to Ph. Eur. 7 method.

Procedure

1. Phase A: Dissolve Sodium citrate into water and mix until complete dissolution.
2. Disperse Kelcogel into the blend while stirring
3. Heat A to 80-85°C and mix until homogeneous.
4. Phase B: Add one by one ingredients of Phase B while stirring.
5. Allow cooling to room temperature and leave phase AB without stirring until completely cooled.
6. Break the gel by applying a strong stirring a few minutes.
7. Phase C: Add one by one ingredients of Phase C while stirring.
8. Adjust water loss if necessary.
9. Phase D: Adjust pH to 5.8

Phase	Raw material	INCI	Supplier	%
A	Demineralized water	Aqua (water)		70.048
	Blanova® Trisodium Citrate Dihydrate	Sodium Citrate	AZELIS	0.15
	Kelcogel® CG-LA	Gellan gum	CP KELCO	0.04
B	Genagen® KB	Coco-Betaine	CLARIANT	5.00
	Hostapon® CCG	Sodium Cocoyl Glutamate	CLARIANT	10.00
C	Plantacare® 818 UP	Coco Glucoside	BASF	8.00
	GENENCARE® OSMS BA	Betaine	IFF	4.00
	NEOLONE® BIO G	Ethyl Lauroyl Arginate HCl	IFF	2.00
	Ronacare® Sodium Benzoate	Sodium Benzoate	MERCK	0.25
	Fragrance Natura Dragonfruit	Parfum	DÜLLBERG	0.50
	Carmin WS 3014 E120	CI 75470	SENSIENT	0.01
	Natural Sparks	Calcium Sodium Borosilicate, Titanium Dioxide	AROMAZONE	0.002
PURAC® HiPure90	Lactic Acid	CORBION	0.25	

All formulations and procedures are illustrative only.

Blanova®, Kelcogel®, Genagen®, Hostapon®, Plantacare®, Ronacare® and Purac® are respectively registered trademark of Azelis, CP Kelco, Clariant, BASF, Merck and Corbion.

www.iff.com/personal-care

Health & Biosciences

Home & Personal Care

Copyright © 2021 International Flavors & Fragrances Inc. ("IFF") All rights reserved. IFF, the IFF logo and all products denoted with ® or ™ are trademarks of the affiliates of IFF. The sample formulations set forth herein are intended for use by persons having appropriate technical and formulation expertise and IFF assumes no liability for use of these formulations. IFF provides these sample formulations to inspire customer specific formulations that may contain GENENCARE® OSMS BA, MI, CC or PRO; or NEOLONE® BIO G or PH10; or JURIST™ CARE GHI and these formulations are not intended for final use, nor have they been assessed for performance, efficacy, suitability, stability or safety, this remains the sole responsibility of receiver. Conditions and methods of use of IFF's products are beyond our control, and nothing contained herein shall be construed as a representation or warranty on use or of non-infringement of intellectual property, regulatory or legal compliance. IFF has only assessed its product in isolation and the law requires that its concentration is appropriate for the final efficacy claims and that any interaction with other ingredients would require further evaluation. If this document/presentation is provided in any language other than English, the original English version will control, and IFF hereby disclaims responsibility for any errors caused by translation.

11.21.V2



Where science
& creativity meet