



introducing

# Luxuriact<sup>®</sup> Plus

a revolutionary, pourable taurate surfactant

innospec 

# introducing a real revolution

## Say hello to Luxuriact® Plus

INCI: Sodium Methyl Cocoyl Taurate

### Luxuriact® Plus is a pourable, salt-free premium surfactant brand

- sulfate-free, naturally derived anionic surfactant
- developed to meet the need for mild, effective & easy to use ingredients
- cold processable material, allows for reduction of processing time during scale-up manufacture
- clear, flowable liquid at room temperature
- EU Ecolabel compliant (contains GLDA chelant)
- MB version available

a revolutionary,  
**pourable**  
taurate surfactant  
for beauty &  
personal care  
applications

#### applications & typical usage levels

hand washes	2-15%
body washes	5-30%
shampoos	5-30%
facial cleansers	2-15%
solid formats	1-5%

cold processable  
easy to handle  
80% natural origin  
salt-free,  
sulfate-free, mild  
biodegradable

### sustainable & mild

- sulfate-free, salt-free
- highly naturally derived

### luxurious & premium

- premium product
- provides rich, creamy foam

### revolutionary

- breakthrough surfactant technology
- meets consumer trends
- creates a mild, innovative product

### flexible & easy to use

- stable in formulation at a pH 3 - 11
- achieve next level formulating
- super easy to use, pourable taurate

shampoos

body  
washes

hand  
washes

facial  
cleansers