



Iselux[®]

the clear solution for luxury foam

innospec▶

introducing our extremely mild surfactant

Iselux[®]

INCI: Sodium Lauryl Methyl Isethionate

Iselux[®] is an extremely mild surfactant used in formulations most commonly as the primary surfactant and also as a secondary surfactant to improve formula and performance properties.

- enhanced hydrolytic stability (compared with Sodium Cocoyl Isethionate) producing clear formulations that are stable over a broader pH range;
- works well with Trisodium Ethylenediamine Disuccinate (Natlquest[®] E30), Innospec's biodegradable chelant, to produce clear products;
- readily builds viscosity with salt when combined with amphoteric surfactants;
- unique proprietary technology;
- 80% naturally derived according to ISO16128;
- mass balance version available;
- **1,4-dioxane free***.

sustainable & mild

- sulfate-free anionic surfactant;
- readily biodegradable;
- naturally derived ingredients;
- ideal for sensitive skin.

luxurious

- produces a dense, luxurious foam;
- provides elegant after-feel with easy rinsing.

easy to formulate

- excellent water solubility;
- clear or opaque formulations possible.



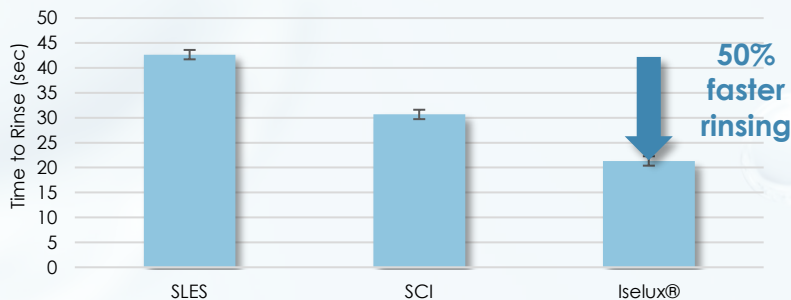
Iselux[®] typical properties

appearance @ 25°C	white to off-white flakes or chips
activity, %	80 minimum
pH, 10% solution	5.5 – 7.0

* 1,4-Dioxane: Below limit of detection of 1 ppm

Benefits of Iselux®

Faster Rinse



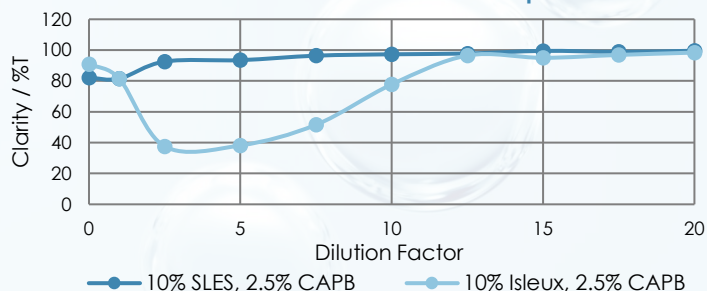
Faster rinse has benefits for the consumer, professionals and the environment:

- Lower hot water usage;
- Time saving.

10% surfactant solutions applied to mannequin heads and time to rinse measured, average of 3.

Wider Area of Coacervate Formation

UV-Vis spectrophotometry experiment to determine the transmission of a surfactant blend upon dilution



- Primary and secondary surfactants with cationic guar were diluted;
- A reduction in clarity means an opaque coacervate has been formed;
- Iselux® has a wider area of coacervate formation with dilution than SLES.

Enhanced Deposition



Control swatch
12% SLES (no cationic)



12% SLES
(0.2% Cationic Guar)

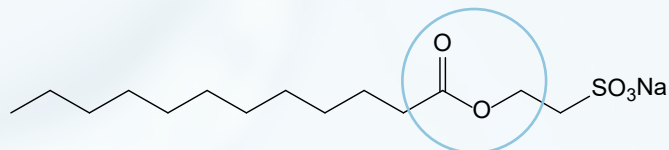


12% Iselux®
(0.2% Cationic Guar)

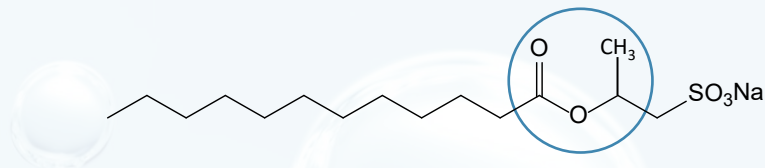
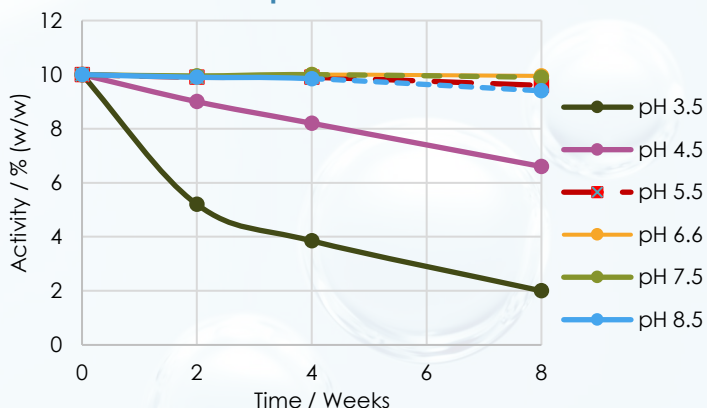
- Greater colour with Iselux® due to increased deposition of cationic active;
- Iselux® is better at depositing cationic guar than SLES.

Benefits of Iselux[®]

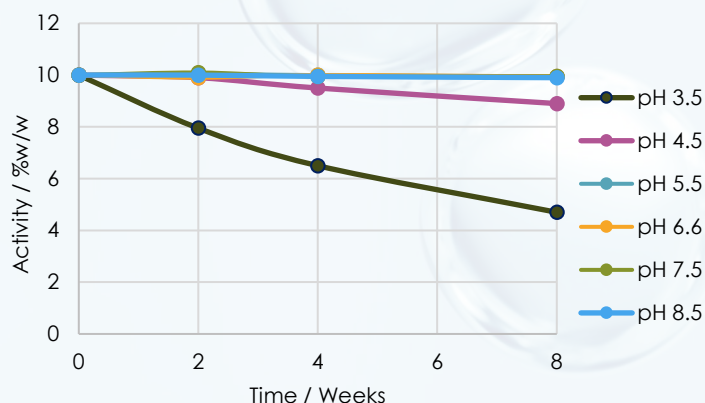
Wider pH stability



Pureact I series (Sodium Cocoyl Isethionate)
pH 6.0 – 8.0



Iselux[®] (Sodium Lauroyl Methyl Isethionate)
pH 5.5 – 8.5



- Analytical measurement of activity shows that SCI has significant reduction due to hydrolytic instability with recommended formulation pH range from 6.0-8.0
- However, SLMI activity shows improved pH stability and can be used at a wider pH range of 5.5-8.5

Benefits of Iselux®

Visible improvement

Less static, improved fibre alignment, reduced frizz and a smoother look with substitution of 3% active of Iselux®.



Chassis
without Iselux®

Chassis
with Iselux®

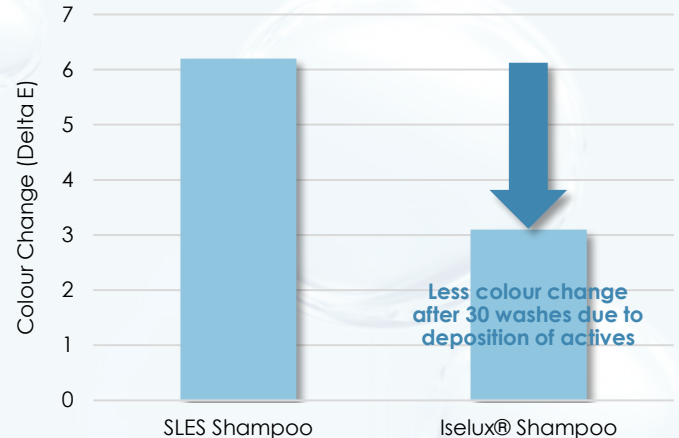


Chassis
without Iselux®

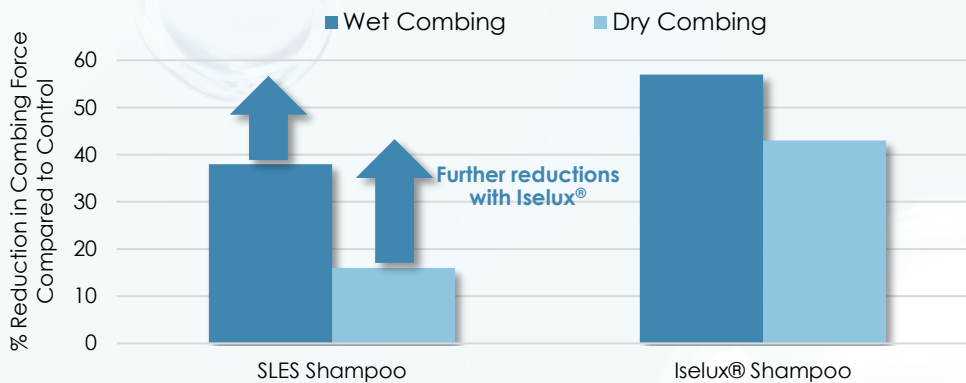
Chassis
with Iselux®

Reduced Dye Wash Out

Change in colour of red dyed yak hair after 30 washes with shampoo containing silicone and guar.



Reduction in Combing Force



- Iselux® improves the wet and dry combability of switches;
- This will lead to less damage.

Bleached hair, Diastron MTT175, shampoos with cationic guar and silicone, same level of surfactant

Learn more and request
your sample today at
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