



Touching Everyday Lives

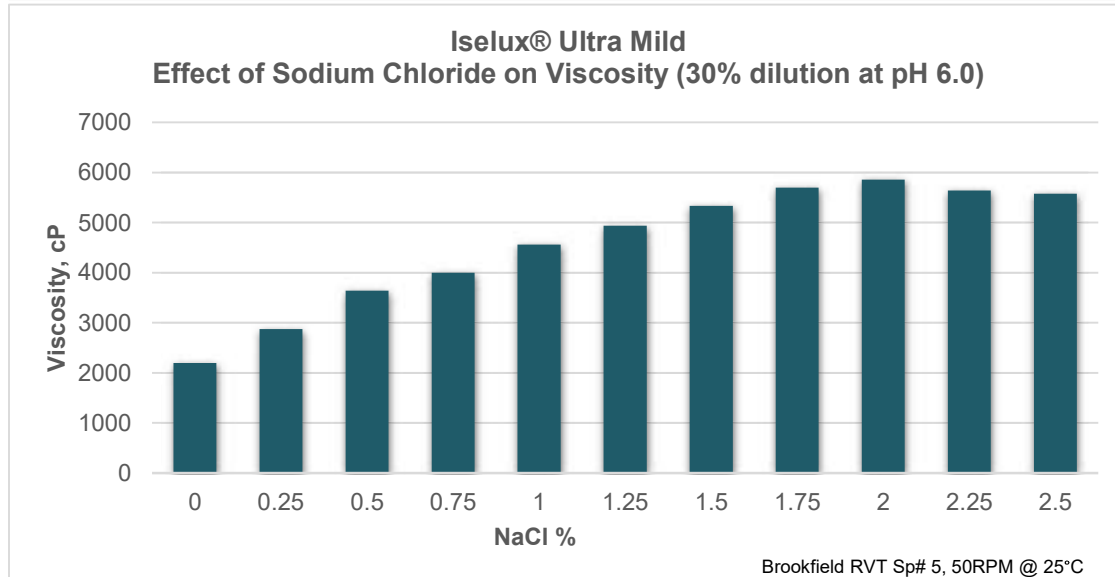
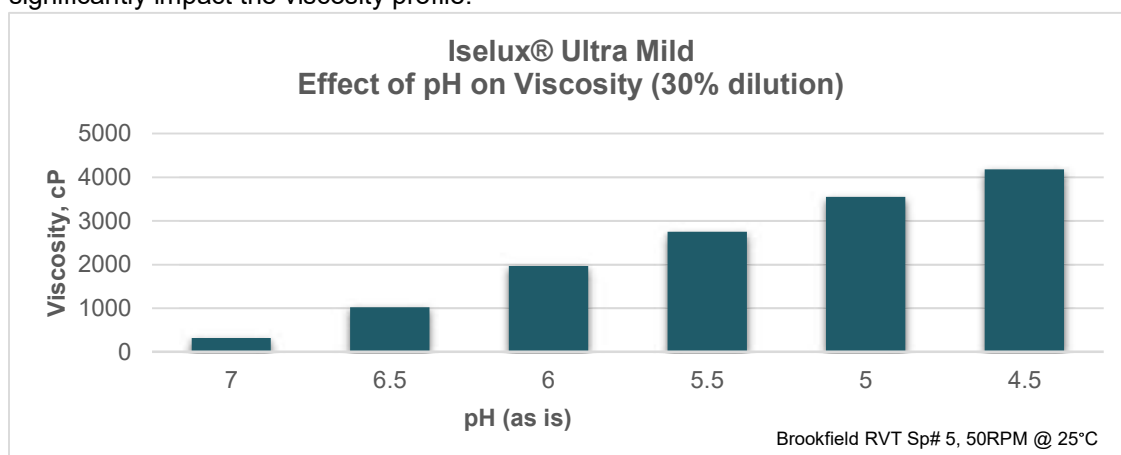
Iselux® Ultra Mild

Water (and) Sodium Lauroyl Methyl
Isethionate (and) Cocamidopropyl Betaine (and) Sodium Methyl
Oleoyl Taurate (and) Lauryl Glucoside (and) Coco-Glucoside

Technical Data Sheet

Viscosity Profile

Iselux® Ultra Mild concentrate has a very stable viscosity profile. Viscosity can be modified through adjustment of the solution pH or electrolyte addition (i.e. – NaCl). Below are typical examples of the viscosity ranges that can be achieved. As the pH is lowered an increase in viscosity is observed. With the addition of salt (NaCl), the viscosity increases as well shown in the graph below, reaching a maximum viscosity at 2.0%. Note that the addition of additives such as fragrances and conditioning polymers could significantly impact the viscosity profile.



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Mildness Assessment

Human Ocular Irritation Mean Scores (12 Panelists)

A Clinical Study was conducted to evaluate and compare the potential of Iselux® Ultra Mild to produce eye discomfort (stinging, tearing and irritation) versus a standard 'no tear' shampoo. In Human Ocular Irritation testing, the test formula containing Iselux® Ultra Mild scored statistically equivalent in irritation scores to eyes as the leading baby shampoo on the market today.

	30 Sec	5 Min	15 Min	30 Min	1 Hr.
Bulbar Conjunctiva Scores – measures redness in whites of eyes					
Iselux® Ultra Mild	2.8	2.9	2.9	2.8	2.0
Market Leading Baby Shampoo	2.8	2.8	2.9	2.9	2.1
Palpebral Conjunctiva Scores – measures redness of blood vessels of membrane that lines eyelids					
Iselux® Ultra Mild	2.9	2.9	2.9	2.7	2.1
Market Leading Baby Shampoo	2.9	2.7	2.9	2.8	2.3
Scleral Vessels Scores – redness of blood vessels in the corners of eyes					
Iselux® Ultra Mild	2.7	2.6	2.6	2.3	1.2
Market Leading Baby Shampoo	2.5	2.5	2.4	2.3	1.3
Lacrimation Scores – amount of tearing					
Iselux® Ultra Mild	2.6	2.0	1.5	1.4	0.9
Market Leading Baby Shampoo	2.6	2.0	1.5	1.4	0.9
Sting Scores – subjective panelist comments					
Iselux® Ultra Mild	2.3	1.1	0.6	1.2	0
Market Leading Baby Shampoo	2.1	1.6	0.6	1.2	0

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Human 14-Day Cumulative Skin Irritation 10% Dilution with 26 Panelists

Human skin irritation testing also demonstrated that the Test Formula containing Iselux® Ultra Mild scored statistically equivalent to today's market leading baby shampoo.

Observations	1	2	3	4	5	6	7	8	9	10	CIT
Iselux® Ultra Mild	0	0	0	0	0	0	0	0	0	0	0
Market Leading Baby Shampoo	0	0	0	0	0	0.5	0.5	0	0	0	1.0

Foam Evaluation

Iselux® Ultra Mild (pictured on the left in each photo) has excellent foaming properties when formulated into the Test Formula listed below. It is compared to the market leading baby shampoo (pictured on the right in each photo). Each formula in this comparison is diluted to 1% in water. Initial foam readings were taken immediately after 10 inversions of the cylinders, and then again at 5 minutes. The foam readings were taken after the cylinders sat stationary for 5 minutes.

Test Formula	
Material	%
Water	69.70
Iselux UM	30.00
Condicare PQ10-4	0.10
Fragrance	0.20



Initial



5 minutes

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Performance Profile of Finished Formulation

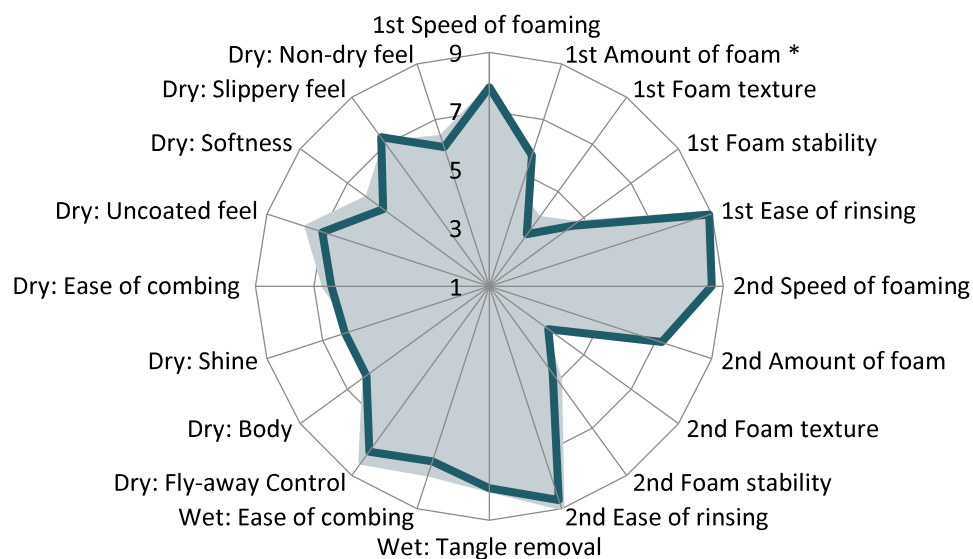
When Iselux® Ultra Mild is formulated into a basic baby shampoo (reference formula AC233a) it is shown to have performance on parity* with the market leading baby shampoo.

“Tear Free” Baby Shampoo featuring Iselux® Ultra Mild AC233a

	INCI	Trade name	% w/w
A	Water	Water	QS to 100
A	Polyquaternium-10	Condicare PQ 10-4	0.10
B	Water (and) Sodium Lauroyl Methyl Isethionate (and) Cocamidopropyl Betaine (and) Sodium Methyl Oleoyl Taurate (and) Lauryl Glucoside (and) Coco-Glucoside	Iselux® Ultra Mild	30.00
C	Fragrance	Fragrance	QS
D	Citric Acid (and) Water	Citric Acid 50%	QS to pH 6.0
E	CI 19140 (Yellow no. 5)	Yellow #5	QS to match

Half Head Salon Trial

Tear Free Baby Shampoo AC233a vs market leading baby shampoo



Market Leader

AC233a

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