

Specifeel® Easy Formulas



Specific systems, specific applications

Versatile quality bases for personal care

Designed to easily formulate emulsions, toiletries or solubilize raw materials

Substantial help for the formulator

High safety ingredients, mild profiles

Sensorial experience and pleasant skin feel

Lower storage volume, lower energy to formulate

Brasca

Division of ROELMI•HPC

abpersonalcare.com

Specifeel® Easy Formulas

Description:

Easy technology ingredients for personal care

✔ Specifeel® Easy Formulas: quality bases for emulsions and cleansers

Specifeel® Easy Formulas are efficient systems developed from the selection of technological components with high safety profile.

These performance systems or ingredients result from specific R&D projects targeting higher formulation benefits in respect of both skin and environment safety. They are highly performing ingredients, easy and ready to use, helping to emphasize the added value of your final formula.

All Specifeel® Easy Formulas bases are compatible with cosmetic formulas, being characterized by their broad versatility making them the optimal choice for many applications:

- ✔ Fragrance
- ✔ Skin care (creams, cleansing milks and lotions)
- ✔ Body care (body and shower gels with high oil content)
- ✔ Hair care (shampoo and hair formulations)
- ✔ Baby products (mild cleansing)
- ✔ Sensitive skin (mild products suitable for very delicate skins and repeated washing)



✔ Specifeel® Easy Formulas: product list

	INCI name	Claim
Specifeel® AE103 TM	PEG-8 Stearate, Cetearyl Ethylhexanoate, Glyceryl Stearate, Stearyl Heptanoate, Cetyl Alcohol, Butyl Stearate, Olive Glycerides, Stearyl Caprylate, Cetyl Palmitate, Sorbitan Sesquioleate, Stearic Acid, Aqua, Tocopherol, Potassium Hydroxide	<i>Versatile auto-emulsifier with light touch</i>
Specifeel® SolPlus	Trideceth-9, PEG-40 hydrogenated Castor Oil, Polysorbate 20	<i>Powerful solubilizer</i>
Specifeel® EM	Sodium Lauroyl Sarcosinate, Sodium Cocoamphoacetate, Lauryl Glucoside, Sodium Methyl Cocoyl Taurate, C12-C13 Alkyl Lactate	<i>Ready-to-use mild surfactant dedicated to delicate skin</i>

✔ **REACH (EU regulation):** complies

✔ Applications:

- ✔ Skin & body care (Emulsion - milk & cream, lotion & serum)
- ✔ Toiletries (Shampoos, mild facial / body washes, liquid soaps, cleansers & toners, wet wipes)