

Mini-Cleansing Sponge

Activsoft MS100

INCI Name: Sodium Polyacrylate

CAS No.: 9003-04-7 EINECS No.: Exempt Polymer

Activsoft MS100 is a crosslinked, superabsorbing polymer, which imparts mild skin polishing to face and body washes. The beads swell upon addition to water to form soft round "mini-cleansing sponges", giving gentle cleansing, and leaving skin soft and smooth. Their mild nature means they are particularly suitable for sensitive skin.

Activsoft MS100 will also impart viscosity to your formulation via their swelling action in water. As the particles swell they form clear air-like bubbles providing a novel visual effect in clear, salt free systems.

Unlike natural exfoliants Activsoft MS100 does not cause microbial problems in formulations. They are also less abrasive and irritating than polyethylene beads. We suggest adding approximately 2% to your formulation, the ingredient should be added at the end of the manufacturing process once high shear has been removed

Applications

- Body washes
- Shower gels
- Exfoliating face packs
- Cream cleansers
- Gel cleansers
- Make up remover
- Body and face scrubs
- Bath bombs

Performance Properties

- Cleansing and degreasing action
- Easily incorporated into the formulation
- Can be used in creams, lotion and gels
- Compatible with other actives
- Novel visual effect
- Mildness
- Non toxic
- Ideal for sensitive skins
- Excellent skin feel
- Add to aqueous phase
- Viscosity builder

Test Data

A panel test undertaken to compare facial scrubs containing Activsoft against polyethylene beads revealed that the formulation containing Activsoft improved cleansing of the skin while leaving it soft and smooth. It also rinsed away from the skin well without leaving a residue.

Improved cleansing

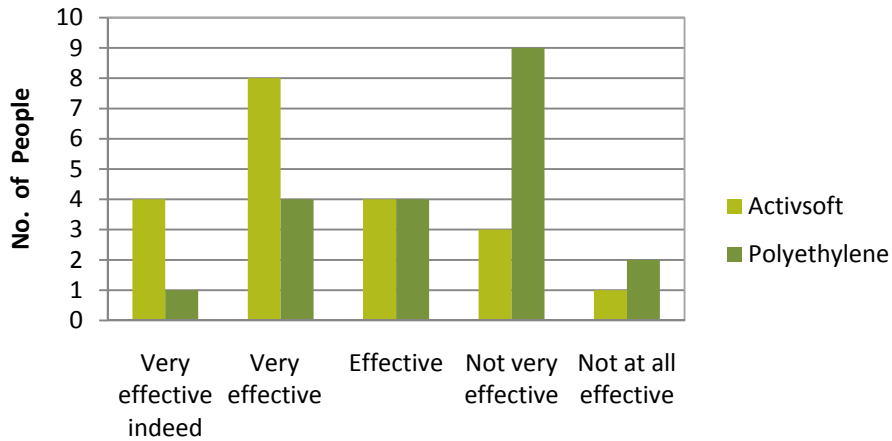
The formulation containing Activsoft improved cleansing and is classed as very effective by 60% of people paneled.



TYPICAL PROPERTIES

Not intended for use in preparing specifications

Appearance @ 25°C	White micro-beads
Dry content, %	87.0 – 100.0
Particle size < 2mm, %	100
Particle size < 150u, %	0 – 10
Particle size > 500u, %	0 - 10



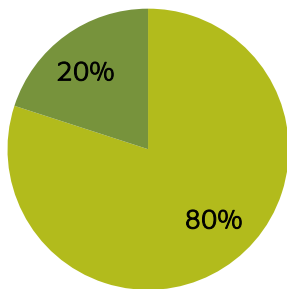
Make-up removal

80% of people paneled reported that Activsoft removed 100% of make up from the skin compared with only 20% of people for the polyethylene.

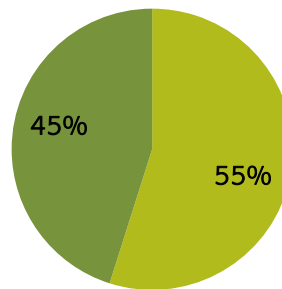
Softer skin feel

12% more of those paneled reported a smoother skin feel after rinsing with Activsoft.

Make-up removal



Softer skin feel



Packaging

Available in 25kg bags. Pallets of 500kg, 750kg or 1000kg.

For further information, please email your region:

Americas: americas-ac@innospecinc.com Europe, Middle East and Africa: emea-ac@innospecinc.com Asia-Pacific: aspac-ac@innospecinc.com www.innospecinc.com

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