

# Isethionate Surfactant

## Pureact I-78

INCI Name: Sodium Cocoyl Isethionate

CAS No.: 61789-32-0 EINECS No.: 263-052-5

Pureact I-78 is a mild surfactant specifically designed for use in personal cleansing products. Pureact I-78 is high foaming, nearly salt-free and is resistant to hard and salt water. It is compatible with soap and gives excellent lime-soap dispersibility in order to retard the formation of scum in bar soaps.

### Applications

#### Soap bars

Pureact I-78 is used in "combo bar" applications at levels of 2 – 60% to provide lathering in hard or soft water similar to soaps in soft water. Its dense lather is additive to that of soap. Such mixtures are mild to the skin and are relatively non-drying.

#### Shampoos

The properties of Pureact I-78 also make it an excellent cleansing agent for shampoos. Besides compatibility with hard water, good cleaning properties, and excellent lathering, Pureact I-78 imparts softness and manageability to hair.

#### Bubble baths

Pureact I-78 is recommended for use in bubble baths as a high foaming agent. It provides longer-lasting suds, even in the presence of soap, and is mild to skin.

### Performance Benefits

Pureact I-78C has limited solubility in soft and hard water. It is optimally stable in aqueous formulations from pH 6-8 at ambient temperature.

Pureact I-78C is naturally derived from coconut and is considered 'readily biodegradable' according to OECD Guidelines.

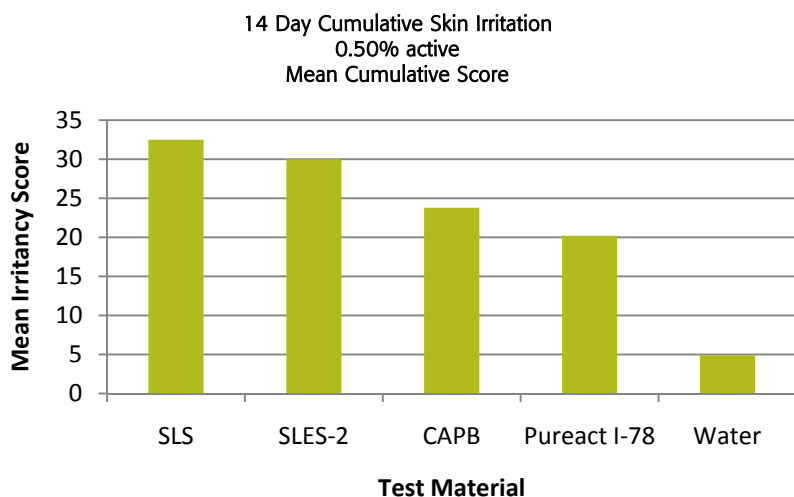


### TYPICAL PROPERTIES

Not intended for use in preparing specifications

Appearance	Fine white powder, free of extraneous matter
Colour (APHA, 5% in 30% alcohol solution)	50 maximum
pH, 10% solution @ 35°C	4.7-6.0
Active content, %	78 minimum
Moisture, %	1.5 maximum
Free fatty acid, %	14.0 maximum

Pureact I-78 is considered a mild surfactant and is often used in soap bars, shampoos and bubble baths and provides a dense, creamy lather.



#### Storage

Pureact I-78 is slightly hygroscopic powder: keep containers closed to prevent lumping of the powder.

For further information, please email your region:

Americas: [americas-ac@innospecinc.com](mailto:americas-ac@innospecinc.com) Europe, Middle East and Africa: [emea-ac@innospecinc.com](mailto:emea-ac@innospecinc.com) Asia-Pacific: [aspac-ac@innospecinc.com](mailto:aspac-ac@innospecinc.com) [www.innospecinc.com](http://www.innospecinc.com)  
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