

Isethionate Surfactant

Pureact I-78 Flakes

INCI Name: Sodium Cocoyl Isethionate

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

Pureact I-78 Flakes is a mild surfactant specifically designed for use in personal cleansing products. Pureact I-78 Flakes 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 Flakes 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 Flakes also make it an excellent cleansing agent for shampoos.

Besides compatibility with hard water, good cleaning properties, and excellent lathering, Pureact I-78 Flakes imparts softness and manageability to hair.

Bubble baths

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

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

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

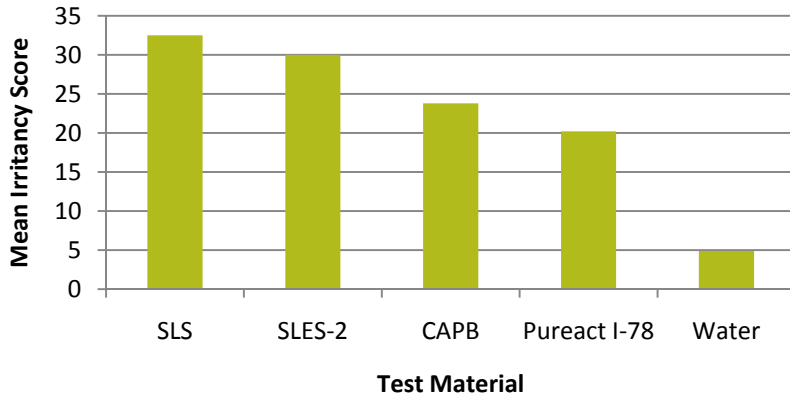


TYPICAL PROPERTIES

Not intended for use in preparing specifications

Appearance	White to off-white flakes or chips
Color (APHA, 5% in 30% alcohol solution)	50 maximum
pH, 10% solution @ 35°C	4.7-6.0
Active content, %	78 minimum
Moisture, %	0.5 maximum
Free fatty acid, %	14 maximum

14 Day Cumulative Skin Irritation
0.50% active
Mean Cumulative Score



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