



IOI OLEOCHEMICAL



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PERSONAL CARE

# IMWITOR® 375

THE FAST & LIGHT NATURAL EMULSIFIER

Versatile, natural anionic liquid emulsifier offering comfortable fast absorbing textures through cost & time-saving processes

IMWITOR® 375 is natural-based anionic O/W liquid emulsifier offering feather-light sensory for a variety of textures and applications.

IMWITOR® 375 presents unique benefits for planet-conscious consumers, creative formulators, but also time- and cost-conscious manufacturers. With a safe food-approved profile from natural sources based on sunflower, it helps to speed up developments and processes for a final comfortable light touch, from sprays to creams.

ABOUT TECHNOLOGIES - Leaflet V1.0



## ABOUT TECHNOLOGIES

This sunflower-based technology is a pure anionic O/W emulsifier in a viscous liquid form, easing product manipulation and formulation. It allows fast and flexible production methods thanks to cold or even one-pot processes, on top of traditional hot mixed process. IMWITOR® 375 shows a high flexibility as main or co-emulsifier. It can be incorporated prior, during (as co-emulsifier) or after emulsification to form low or high-viscous emulsions. It can emulsify up to 35% oil, regardless of polarity, and in a large range of pH (4,5 to 10,0). Its unique chemical structure leads to excellent emulsifying properties due to the presence of polar groups. Such versatility can serve multiple formulas to reduce material references and warehouse occupation while shortening development as well as production times.

## SENSORIAL TECHNOLOGIES

IMWITOR® 375 is the ideal base to support sensorial concepts offering versatile textures. With a light touch and a typical low viscosity when used alone, watery (sprays or serums), jelly (refreshing gels and lotions), creamy (creams or butters) or anhydrous formulations represent no challenge for this life-simplifier. This emulsifier provides a feather-light after-feel that leaves a caring comfortable light film with uniform spreading and fast absorption. IMWITOR® 375 also confers healthy-looking aspect to a nourished and refreshed skin.

## EMOTIONAL TECHNOLOGIES

This safe food-approved emulsifying allrounder is 100% natural-based according to ISO 16128 and helps to support a sustainable lifestyle by saving time and energy during development and production. With its variety in textures and flexibility in applications, IMWITOR® 375 is a universal modern ingredient for all cosmetic concepts to create your signature touch.



### Hot or cold - working with IMWITOR® 375 is easy and fun

#### Easy 3-step cold process

1 Prepare and mix phases separately	2 Add either water to oil or oil to water and homogenize	3 Check pH & voilà! Your emulsion is ready!
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#### Easy 4-step hot process

1 Prepare and mix phases separately	2 Heat both phases under stirring to 70 - 80°C	3 Homogenize and let cool under stirring	4 Check pH & voilà! Your emulsion is ready!
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IMWITOR® 375 alone builds little viscosity

According to formula, IMWITOR® 375 provides **sprayable milk** to **lotion-like** emulsion or **high viscosity** cream using both cold and hot manufacturing processes

### IMWITOR® 375 - The fast, light & natural emulsifier

#### DURING APPLICATION

Easy pick-up  
Uniform spreading  
Light touch  
Fast absorption  
No soaping



#### AFTER APPLICATION

Smooth & soft skin feel  
Thin comfortable film after-feel  
Feather light after-touch  
Healthy-looking nourished skin  
Refreshed skin sensation

### Natural, sustainable formulas with enhanced touch

#### TECHNICAL POSSIBILITIES

- Usable as main or co-emulsifier
- Emulsifies up to 35% oil, regardless of polarity

#### FLEXIBLE PROCESS

- Cold, hot or mixed process possible
- Incorporate prior, during (as co-emulsifier) or after emulsification

#### VERSATILE APPLICATIONS

- Watery - sprays or serum
- Jelly - refreshing gels and lotions
- Creamy - creams or butter
- Anhydrous formats (oils, solids..)



# IMWITOR® 375

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#### INCI

Glyceryl Citrate/Lactate/Linoleate/Oleate

#### APPEARANCE, COLOR & ODOR

Yellow viscous flowable liquid, characteristic odor

#### DESCRIPTION

Esterified glycerin with a mixture of citric, lactic, linoleic and oleic acid

#### RECOMMENDED CONCENTRATION

1 – 3% as main emulsifier

0.5 – 2% as co-emulsifier or solubilizer in anhydrous systems

#### HLB

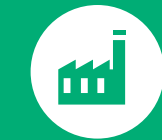
10 – 12 (estimated value due to natural origin)

#### BENEFITS FOR...



##### ...FORMULATOR

- Variety in textures
- Flexibility in formats
- Multi-application



##### ...PRODUCTION

- Energy saving
- Time saving
- Increased output
- Preservative free



##### ...BRAND

- Natural cosmetics
- Broad approval
- Cost-saving



##### ...CONSUMER

- Feather light sensory
- Comfortable skin feel
- Supports sustainable lifestyle