



IOI OLEOCHEMICAL



PERSONAL CARE

SOFTISAN® MagicPOWDER S

BE THE CREATOR:
TRANSFORM WATER INTO CREAM

Cold-processable transforming
ingredient allowing instant
powder-to-emulsion formulas
with tightening soft after-feel

in-cosmetics™
asia



Innovation Zone
Best Ingredient
Award 2023

SILVER WINNER

FUNCTIONAL INGREDIENTS

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SOFTISAN® MagicPOWDER S

BE THE CREATOR: TRANSFORM WATER INTO CREAM

ABOUT...

- Multifunctional cold-processable powder
- Water-soluble
- Easy-to-work with (broadly compatible, dust-free, pH 4 - 8)
- Always forms instant emulsions without use of any specific equipment
- Leads to low viscous sprays, serums or lotions

...SENSORIAL...

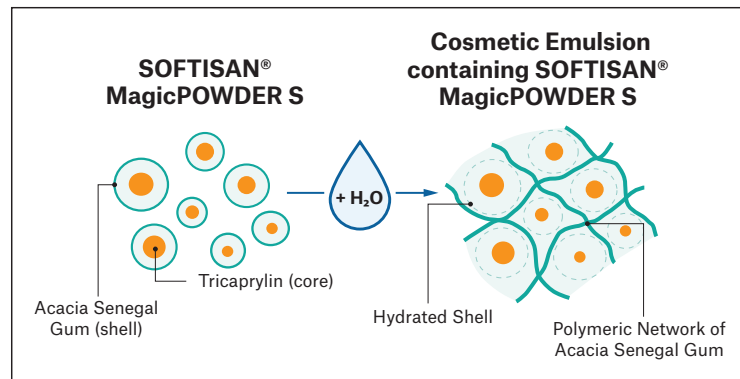
- Surprising instant transformation from powder to lotion
- Soft after-feel
- Adds mildness to rinse-off powders (incorporation of oils)
- Emulsions with SOFTISAN® MagicPOWDER S always lead to:
 - High gliding
 - Medium penetration
 - Medium film-forming – very soft after-feel
 - Low oiliness (similar to glycerine skin feel)
 - Low stickiness after application (medium during application)

...EMOTIONS

- 100% renewable sources (Coconut and Acacia Senegal)
- 100% natural (ISO 16128 NOI of 1.0, Cosmos, NaTrue)
- Vegan compatible
- Cold-process friendly, for more resource saving
- Low-energy processes sufficient to create emulsions
- Sustainable alternative to conventional peeling agents in anhydrous balms or sticks, offering a gentle mechanical peeling effect that transforms in cream when particles fully dissolved into added water

Mode of Action

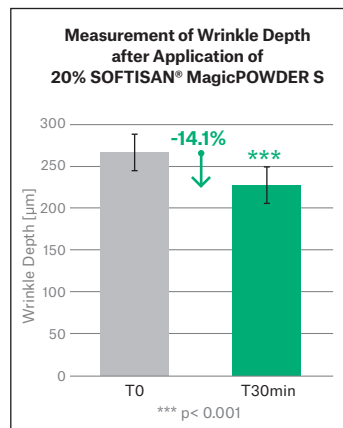
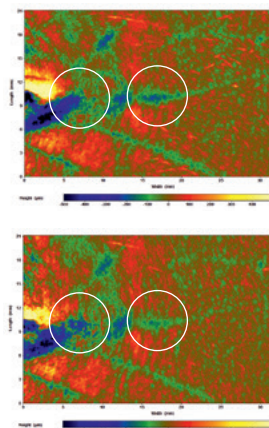
Our specific technology leads to a 3D network resulting in an emulsion



1. Tricaprylin droplets are encapsulated in Acacia Senegal Gum shell

2. Once water is introduced to the system, the Acacia Senegal Gum shell swells, keeping Tricaprylin droplets separated from each other. The size of the Tricaprylin stays constant (SOFTISAN® MagicPOWDER S)

Decreases the Wrinkle Depth Instantly



Instant reduction (-14.1% in 30 minutes) with 20% SOFTISAN® MagicPOWDER S mixed with water

Pure SOFTISAN® MagicPOWDER S in water or added to a serum can contribute to an instant tightening effect

INCI

Tricaprylin (and) Acacia Senegal Gum

APPEARANCE, COLOR & ODOR

Ivory powder, typical odor

DESCRIPTION

Multifunctional synergistic system based on triester of glycerol, caprylic acid and natural acacia senegal gum

RECOMMENDED CONCENTRATION

- 2 - 10% for conventional soft emulsions
- 20 - 50% for transforming leave-on powder
- 5 - 80% for transforming rinse-off powder



BENEFITS FOR...



...FORMULATOR

- Versatile ingredient for creative cosmetics, Leave-on, Rinse-off
- Adaptable sensory
- Broad compatibility



...PRODUCTION

- Safe-to-use
- Waterless, cold process
- Simple cost-efficient technology



...BRAND

- Sustainable cosmetics
- Innovative technology
- Trendy: minimalistic, DIY, vegan, anhydrous



...CONSUMER

- At home, on-the-go
- Emulsifies instantaneously
- Transforming fun
- Soft skin feel

