



IOI OLEOCHEMICAL



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PERSONAL CARE

# IMWITOR® 372 P

ROBUST, RELIABLE, RENEWABLE: THE  
NATURAL CLASSIC FOR YOUR EMULSIONS

Plant-based, anionic, easy-to-use O/W  
emulsifier, building viscosity for fluid to but-  
tery textures and increased natural stability

IMWITOR® 372 P is THE natural classic  
for modern and sustainable emulsions.  
This anionic O/W emulsifier comes  
in easy-to-handle flakes allowing easy  
processing. Its robust, reliable nature as  
well as broad compatibility make this  
viscosity-building ingredient a great fit for  
various concepts, be it multiple textures  
or applications. Formulas based on this  
emulsifier offer easy pick-up, uniform  
spreading and a pleasant smooth & soft  
after-feel. Create versatility while main-  
taining stability with this vegan, natural  
renewable ingredient!

ABOUT TECHNOLOGIES - Leaflet V1.0



## ABOUT TECHNOLOGIES

IMWITOR® 372 P is a partially neutralized ester of monoglycerides and diglycerides of plant-derived edible saturated fatty acids with citric acid. This technology reveals an anionic O/W emulsifier with an HLB of 10 – 12.

Its easy-to-handle flakes enable dust-free processing. With a melting point of 59 – 63°C, it suits hot, one-pot and pre-emulsion (low heat) processes. Typically, 2 – 4% as main emulsifier or 0.5 – 2.0% as co-emulsifier are used to impart stability and improve consistency & texture.

This emulsifier is known for its reliability and robust nature and allows working with high and low shearing rates; high and low amount of oil; high and low pH and all kind of ingredients used in cosmetic formulas.

## SENSORIAL TECHNOLOGIES

IMWITOR® 372 P allows various signature touches with just one ingredient! Design light lotions, silky creams or rich & nourishing butters all offering easy-pick-up, uniform spreading, medium playtime, smooth & soft skin feel, slight film forming as well as nourished-looking skin. This perfectly fits multiple applications like skin, sun, body, baby & mom, men, hair & color care for nice natural sensorial concepts.

## EMOTIONAL TECHNOLOGIES

**Robust:** feel the safety of an established ingredient that eases formulation work for various applications and skin-feel.

**Reliable:** trust this mild emulsifier to deliver steady performances, with a safe profile (non-irritating to eyes & non-sensitizing to skin).

**Renewable:** embrace consumer expectations with a natural-based vegan-compatible ingredient from renewable resources, RSPO MB certified, and readily biodegradable & non-toxic to aquatic organisms.

### Easy 4-step **hot** process

<b>1</b> Prepare and mix phases separately	<b>2</b> Heat both phases under stirring to 75 - 80°C	<b>3</b> Homogenize and let cool under fast stirring	<b>4</b> Check pH & voilà! Your emulsion is ready!
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Set the **pH to 4.5 – 7.0** for maximum stability; a **slightly acidic pH** resembles the **natural pH value of our skin** the best

### MULTIPLE PROCESSES POSSIBLE

- Hot process
- One-pot hot process
- Energy saving pre-emulsion & low-heat process

### 3 Textures for your signature touch



LIGHT LOTION



SILKY CREAM



RICH BUTTER

### Creates versatility, maintains stability

#### TECHNICAL POSSIBILITIES

- Robust nature and reliable stability for oil phases from 10 to 40%
- Broadly compatible with various ingredients over a wide pH range
- Adds consistency, builds viscosity
- Texture versatility: spray, lotion, cream and butter

#### FLEXIBLE PROCESS

- Compatible with Hot & Low-Heat processes
- Can be directly added to the oil (but also water) phase
- For all O/W formulas

#### VERSATILE TEXTURES

- Perfect fit for all skin care, body care, sun care, baby care, hair care (rinse-off & leave-on) and color care formulas

# IMWITOR® 372 P

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THE NATURAL CLASSIC FOR YOUR EMULSIONS

### INCI

Glyceryl Stearate Citrate

### APPEARANCE, COLOR & ODOR

Light yellow (ivory-colored) solid flakes, characteristic odor

### DESCRIPTION

Partially neutralized ester of monoglycerides and diglycerides of plant-derived edible saturated fatty acids with citric acid

### RECOMMENDED CONCENTRATION

2 – 4% as main emulsifier  
0.5 – 2.0% as co-emulsifier

### HLB & CHARGE

10 – 12 (estimated value due to natural origin), anionic

### MELTING POINT

59 – 63°C

### BENEFITS FOR...



#### ...FORMULATOR

- Robust and reliable emulsifier
- Works with high or low oil content
- Works at high or low pH
- Multiple textures
- Versatile applications, e.g., Sun and Hair Care



#### ...PRODUCTION

- Easy-to-weigh flakes
- Easy-to-process (hot, one-pot, pre-emulsion... possible)
- Works with high and low shearing rates



#### ...BRAND

- Safe & established INCI (food quality)
- Trusted mild emulsifier
- High market-compatibility: mass, masstige, premium & natural



#### ...CONSUMER

- Natural based, vegan
- Renewable & biodegradable
- Family-friendly (formulas for baby, kids, parents & silver agers)
- Safe INCI (e.g., Codecheck)

