

# Sufravon

Plant-based Cleansing Surfactant



Sulfate-free

Moisturizing

Non-irritating



Raw material verified by ECOCERT GREENLIFE, conform to the COSMOS Standard.

# Sufravon

## Plant-based Cleansing Surfactant

### PRIMARY SURFACTANT | ANIONIC SURFACTANT

Sufravon functions as a primary or secondary surfactant - making it an excellent component in the formulation of mild soaps and home care products.

### APPLICATIONS

- Baby Soap
- Shampoo
- Liquid Body Soap
- Hand Soap
- Homecare Formulation



Exceptional foaming & cleansing properties



Compatible with a wide range of surfactants



Easy to rinse, less water usage



Excellent stain removing property

### HAIR QUALITY

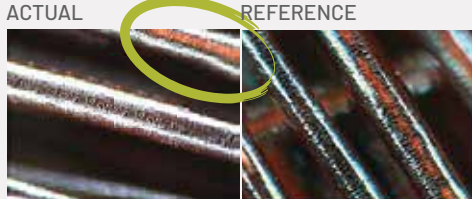
#### SUFRAVON 869



Hair Cuticle Results



#### SLES



Hair Cuticle Results



**Results:** A healthier hair cuticle is detected when treated with a 10% active solution of **Sufravon 869** than SLES. The encircled part indicates that the hair cuticle was damaged by applying SLES solution.

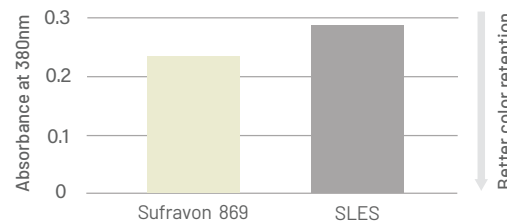
### SUFRAVON VARIANTS



| PRODUCTS         | SUFRAVON 820                      | SUFRAVON 840GV2*              | SUFRAVON 874             | SUFRAVON 868*            |
|------------------|-----------------------------------|-------------------------------|--------------------------|--------------------------|
| INCI Name        | Potassium Cocoate (and) Palmitate | Potassium Cocoate (C12 - C18) | C12 - C18 Potassium Soap | Potassium Cocoate        |
| Main Composition | Coconut Oil (and) Palm Oil        | Fractionated Coconut Oil      | Coconut Oil (C12 - C18)  | Coconut Oil              |
| pH               | 9 - 11                            | 10 - 11                       | 9.5 - 10.5               | 9.5 - 10.5               |
| Applications     | Home Care                         | Home Care                     | Home Care                | Home Care, Personal Care |

| PRODUCTS         | SUFRAVON 869                       | SUFRAVON 890                       | SUFRAVON 875                         |
|------------------|------------------------------------|------------------------------------|--------------------------------------|
| INCI Name        | Potassium Cocoate                  | Potassium Cocoate (and) Oliviate   | Potassium Laurate (High Lauric Acid) |
| Main Composition | Coconut Oil                        | Coconut Oil (and) Olive Oil        | Coconut Oil                          |
| pH               | 7.5 - 8.5                          | 9 - 11                             | 9.5 - 10.5                           |
| Applications     | Personal Care, Baby Care, Pet care | Personal Care, Baby Care, Pet Care | Personal Care                        |

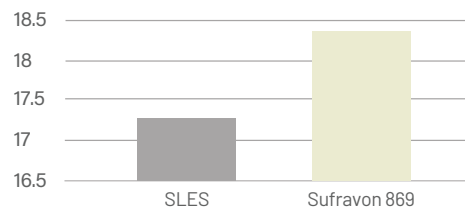
### HAIR SHAMPOO EVALUATION: HAIR COLOR RETENTION BURGUNDY SHADE



**Blank:** 10% active of surfactant sample  
**Procedure:** Color treated hair tress was submerged in the solution for 10 minutes. Then the UV absorbance of the rinsate was measured using UV-Vis Spectrophotometer

The rinsate with SLES has higher absorbance than the rinsate with **Sufravon 869**. This means that **Sufravon 869** can improve hair color retention better than SLES.

### FOAM HEIGHT (CM) VS SLES



**Surfactant Actives:** 2% CDEA, 10% Betaine, 12% Test Sample (active content)

Foam height of **Sufravon 874** is better than SLES.

