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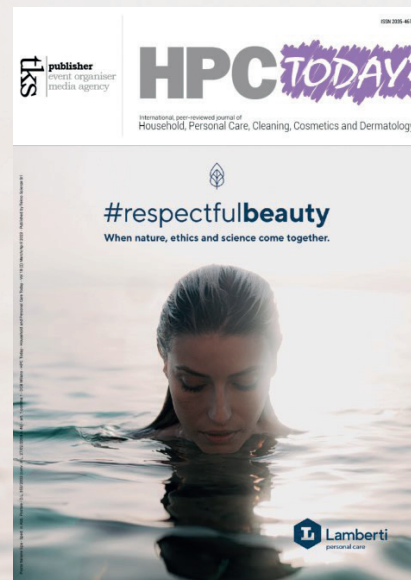
#respectfulbeauty

When nature, ethics and science come together.

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Lamberti
personal care



RESPECTFUL BEAUTY

When nature, ethics and science come together

The personal care world is more dynamic than ever before, driven by a strong demand for greater sustainability. The industry needs to develop innovative products to address consumers' desires, with respect for environment and people being the key to successful new launches. Moreover, formulations need to balance novelty, efficacy, sensorial appeal and safety. Join our #respectfulbeauty journey, for beauty without compromise.

A novel Clean Beauty trend is leading the way within the Personal Care market. Modern, sustainability-minded consumers require products that are effective but also respectful of the environment and of people. Thus, the industry has to focus on designing a new generation of products that suits our changing world and its future.

While water on Earth appears plentiful, less than 3% of the total available supply is fresh water, with only 0.4% being available for use, as the rest is captured in glaciers, snow packs and icecaps. And, if water consumption does not significantly change, two-thirds of the world will be facing water stress by 2025 (1).

Public awareness of water scarcity is growing. As a direct consequence, respect for resources and for water are driving personal care towards more eco- and water-conscious formats. At the same time, the demand for mild, naturally derived ingredients is constantly rising.

Lamberti Personal Care is strongly committed to combining eco-friendly solutions with high-end results, through an holistic approach that is a cornerstone of all our new projects. This is brought into action by #respectfulbeauty, aiming to combine nature, ethics and science. Targeting a new alliance between environment and human behaviour, we nourish respectful science and good chemistry. Our sustainable-by-design solutions and ingredients can truly help developing novel formulation concepts, maintaining a strong focus on performance.

Eucarol® EASY MB, your Essential Anhydrous Surfactant

Eucarol® EASY MB, our latest #respectfulbeauty innovation, brings together alkyl polyglucosides with a modern powder form. Exploiting the synergy between sustainable amino acid and glucoside chemistries, Eucarol® EASY MB addresses modern formulation requirements, as

an excellent alternative to EO- and sulfate-containing surfactants.

Eucarol® EASY MB is a concentrated, powdered glucoside-based surfactant, for outstanding foam and mildness, with excellent cleansing properties for skin and hair.

#respectwater



Eucarol® EASY MB makes the most of the widely appreciated properties of amino acid and glucoside derivatives, in a convenient powder form. It can therefore lead the way towards novel APG-based cleansing bars, powders, tablets and concentrates, matching current demands for concentrated and solid formats. Water-conscious formulations, anyhow, address only a fraction of total water usage. Harsh reality is that most of water consumption is linked to consumer use. Eucarol® EASY MB can tackle also this issue, by consuming less rinsing water than conventional surfactants: being easy to rinse, it helps saving up to 70% water in use, compared to Sodium Laureth Sulfate (2).

#respectresources

With its outstanding Natural Origin Index (~ 1, according to ISO 16128), Eucarol® EASY MB is engineered for natural



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formulations. Coming from certified renewable sources, it is manufactured according to RSPO Mass Balance standard.

Making the most of the synergy between sustainable amino acid and glucoside chemistries, it is ideal for eco-friendly products.

#respectyourself

Safe and extra mild, Eucarol® EASY MB ensures 360° care of your hair and skin. The recognised mildness of its components, together with their excellent ecological and toxicological profiles, makes it an ideal candidate for clean beauty and natural formulation concepts. Eucarol® EASY MB offers a balanced and synergic blend, translating traditional chemistries in a renewed powder form. Excellent skin compatibility and ready biodegradability complete the profile.

#respectpeople

Designed for people, with people in mind. Eucarol® EASY MB is ethically and sustainably designed, with a respectful approach towards people and planet. Extremely versatile and with a good compatibility profile, it also allows the personalisation of finished products, targeting specific consumer needs.

#respectpromises

Eucarol® EASY MB addresses the needs of sustainability-minded consumers, who are no longer willing to compromise on end-results. Outstanding foaming properties characterise this novel ingredient, delivering effective yet gentle hair and skin cleansing. Eucarol® EASY MB can generate +35% foam volume compared to Sodium Coco-Sulfate and +25% compared to Sodium Cocoyl Isethionate, with a soft and creamy texture (3). It is EASY to use, with its convenient, powdered form, with accurately balanced components to deliver optimal performance, processing and handling. It is also EASY to

formulate, with a balanced composition that delivers easy water solubility, excellent compatibility and easy thickening, both in anhydrous and water-based products.

REFERENCES AND NOTES

1. Water-optimal beauty. *Global Cosmetic Industry, February 2019*. <https://www.gcimagazine.com/business/management/sustainability/Water-optimal-Beauty-505205821.html>.
2. Hair cleansing protocol, based on virgin hair tresses, washed with 15% a.m. surfactant solutions, rinsed with deionised water at room temperature.
3. Ross-Miles method, ASTM D 1173. Hard water (30°F), 40°C, pH 5.5.

EUCAROL® EASY MB, YOUR ESSENTIAL ANHYDROUS SURFACTANT. FOR BEAUTY WITHOUT COMPROMISE

SOFT FOAMING TABLETS LAMCOS 230

Phase	Ingredient name	% w/w
A1	Microcrystalline Cellulose	39.5
A2	EUCAROL® EASY MB	30.0
	Disodium Cocoyl Glutamate, Disodium Coco-Glucoside Citrate	
A3	Sorbitol	25.0
A4	ESAFLO® ZERO-X	
	Guar Hydroxypropyltrimonium Chloride	0.2
A5	Sodium Cocoamphoacetate (~ 35% a.m.)	5.0
A6	Parfum (Fragrance)	0.3
General Characteristics - Appearance: crumbling powder tablet		

FRUITY SCRUBBING BAR LAMCOS 234

Phase	Ingredient name	% w/w
A1	Cocos Nucifera (Coconut) Oil	5.0
A2	Cetearyl Alcohol	26.0
A3	Stearic Acid	5.0
A4	Theobroma Cacao (Cocoa) Seed Butter	8.5
A5	EUCAROL® EASY MB	38.5
	Disodium Cocoyl Glutamate, Disodium Coco-Glucoside Citrate	
B1	Glycerin	5.0
B2	Pumice	10.0
B3	Papaver Somniferum Seed	1.0
B4	CI 26050	q.s.
C1	Parfum (Fragrance)	q.s.
General Characteristics - Appearance: pinky red solid bar with poppy seeds		