

FOR IMMEDIATE PRESS>

PRO-AQUA ISL {Isosteareth 200 Linoleate}

Pro-aqua ISL is the sister product to our ever popular specialty emollient, Protachem ISL (Isostearyl Linoleate) which has been proven to deliver long-term moisturization to dry skin. Due to the highly lipophilic nature of the Protachem ISL, this product was limited to use in emulsions and anhydrous systems - until now.

Pro-aqua ISL was developed to offer the same benefits of Protachem ISL in surfactant and water based formulations. Pro-aqua ISL can be used in clear shampoos and styling products to improve shine, in surfactant based bath and body products to impart a pleasant after-feel to the skin and in water based gel products to impart skin conditioning and improve skin moisturization.

Pro-aqua ISL also acts as an emulsifier or co-emulsifier in O/W lotions and creams.

PROTACHEM ISL Isostearyl Linoleate

Protachem ISL (Isostearyl Linoleate)

(Isostearyl Linoleate) is a medium viscosity plant derived ester with bifunctional properties (emolliency and moisturization). It is an unusual emollient that combines the non-occlusive lubricity of a branched chain monoester with the full-bodied non-oily characteristics of a fatty acid ester. Protachem ISL is derived from isostearyl alcohol and linoleic acid. Linoleic acid is required for maintenance of cutaneous barrier function. In insufficient amounts, skin becomes scaly, exhibits hyperproliferation and increased transepidermal water loss (TEWL).

Protachem ISL supplies this essential fatty acid to the skin which assists in repairing the Intercellular Moisture Barrier increasing the intrinsic moisturization of skin and reducing TEWL. Protachem ISL has excellent pigment dispersing properties and may be used in various types of make-up, lip gloss, lipstick, mascara and blush formulations. It is highly recommended in creams or lotions where it can partially or totally replace mineral or plant oils that tend to be oily or greasy.

In sunscreen products, it can solubilize oil soluble sunscreen actives and helps to reduce the oiliness often associated with these products and provide a non-greasy emollient feel to skin while improving the water-resistant properties of the product.

PROTACHEM ISP {Isostearyl Palmitate}

Protachem ISP is a non-comedogenic, saturated liquid emollient with an extraordinary skin feel and low freezing point. It is virtually colorless, odorless, and tasteless, which suggests its use in lip products. In stick formulations, Protachem ISP provides excellent pour and mold-release properties, while imparting remarkable spreadability. It functions as a co-solubilizer for silicones and waxes in sunscreens, and may be considered to be an "oil-free" ingredient for cosmetics.

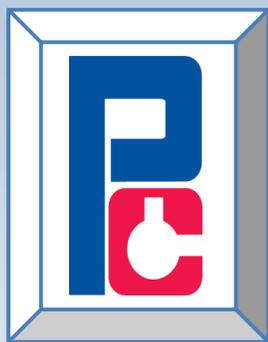
When incorporated into creams or lotions at levels as low as 3%, Protachem ISP imparts a light, silky emolliency, eliminating the greasy feel of mineral oil or other heavier esters. Protachem ISP is derived from renewable, non-animal source raw materials which is a real plus in today's rapidly evolving consumer marketplace.

LAUROYL LYSINE

Protachem LL, derived from L-Lysine (an amino acid) and lauric acid, is a highly lubricious functional powder ideally suited for make-up products, pressed powders, loose powders, creams and lotions and hair care products. The hydrophobic characteristic of Protachem LL improves the water resistance of make-up preparations and improves the flow and spreadability of oil/powder mixtures. In hair care and skin care products, Protachem LL will act as a conditioning agent leaving skin and hair with a smooth and silky feel.

PROTAMEEN CHEMICALS

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