

Original-  
technology

# PIUSERIA<sup>®</sup> AMC



Amphoteric surfactant for detergent with high functional

## ◆ Feature

- Excellent washability enables to prevent itching and dandruff by reducing washing residue.
- Bacteriostatic effect against dandruff-causing bacteria
- Improve thickness and foam quality in amino acid-based shampoos
- Biodegradability
- RSPO certificate was acquired (Spring 2023)

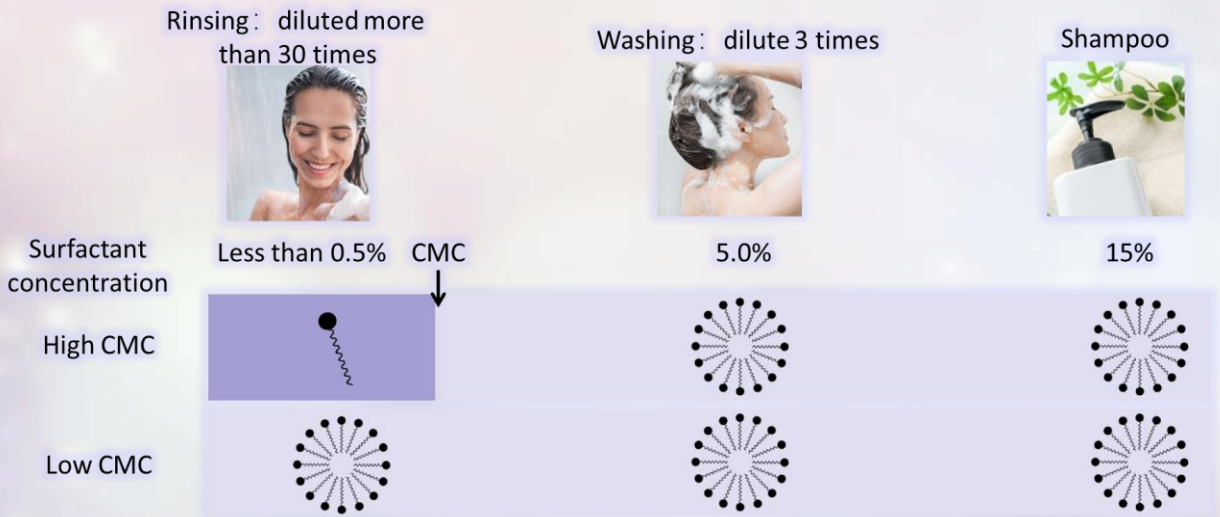


## ◆ Component

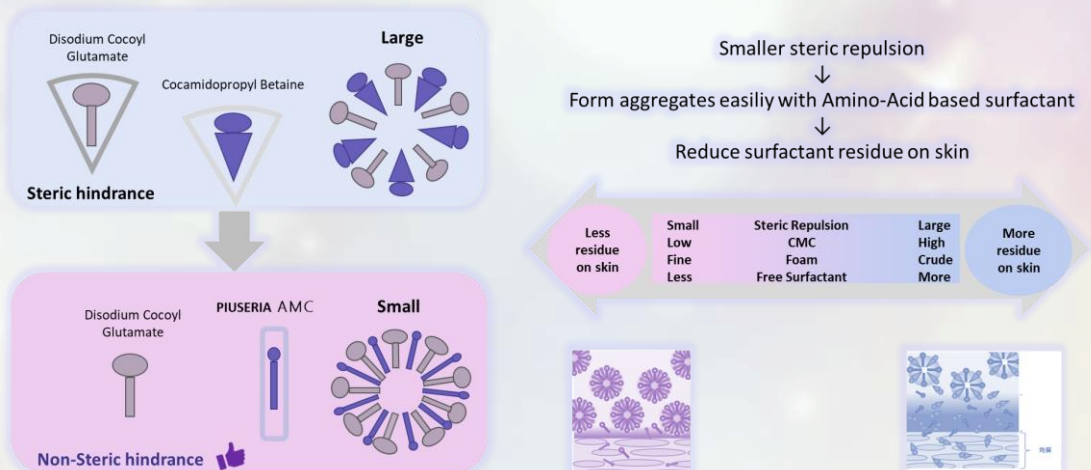
INCI Name	Evaporated residue	Appearance
Sodium Lauramino Propionate	29%	Pale yellow liquid

## ◆ Benefits & our approach

Relationships between surfactant remaining on the skin and its CMC



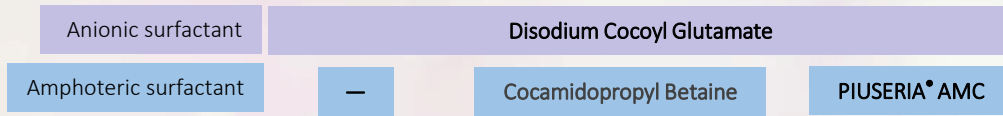
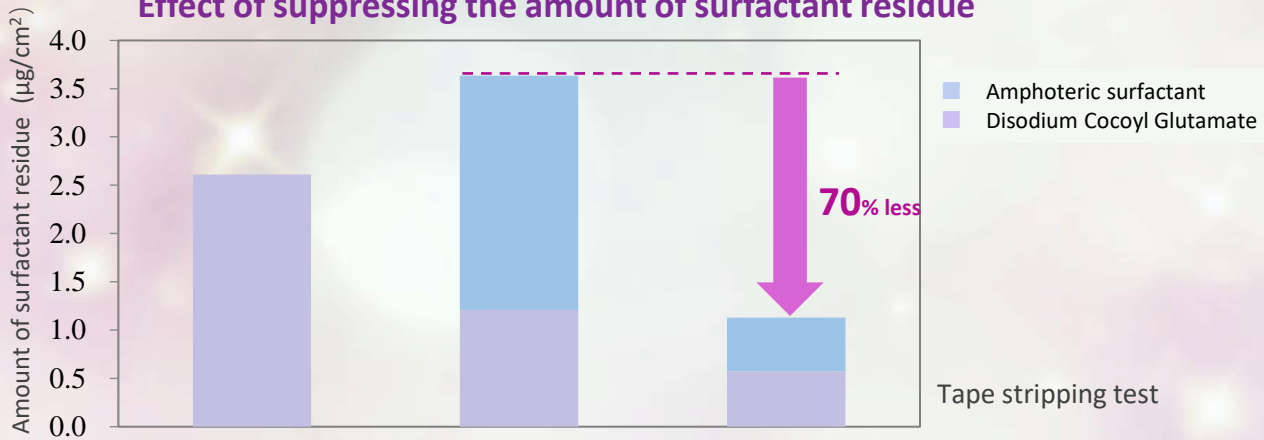
Surfactant remaining on the skin and CMC



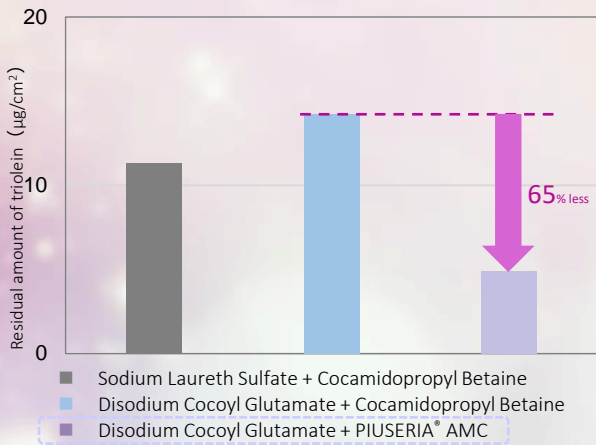
# PIUSERIA® AMC

## ◆ Application data

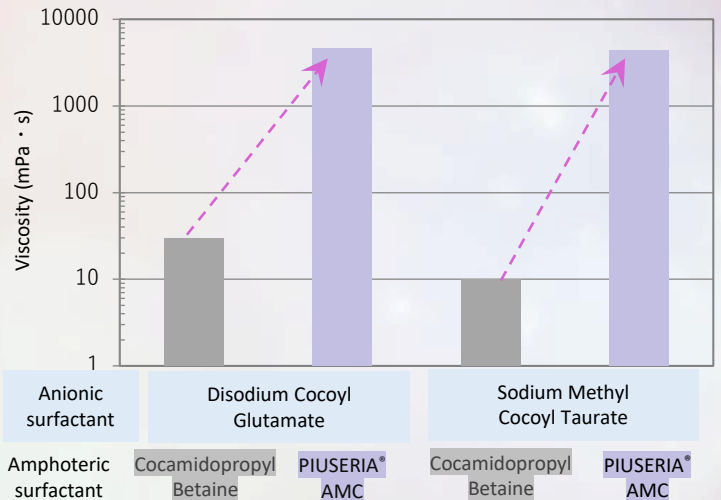
### Effect of suppressing the amount of surfactant residue



### Enhance the cleansing power of selum



### Thickens cosmetic formulations



# PIUSERIA<sup>®</sup> AMC

## ◆ Formulas

### Shampoo Formulation ~ Rich foam shampoo gentle on hair and scalp ~

	INCI Name	Sanyo's Product	wt%
	Water		41.00
A	Polyquaternium-22		1.25
	Polyquaternium-7		1.00
	Disodium EDTA		0.05
	Butylene Glycol		2.00
	Sodium Cocoyl Glutamate		20.70
B	Sodium C14-16 Olefin Sulfonate		10.80
	Cocamidopropyl Betaine	LEBON HC-30W	10.00
	<b>Sodium Lauraminopropionate</b>	<b>PIUSERIA AMC<sup>®</sup></b>	<b>6.90</b>
	Cocamide Methyl MEA		3.00
	PEG-160 SorbitanTriisostearate		2.00
C	PEG-7 Glyceryl Cocoate		1.00
	Diisopropyl Sebacate		0.10
	Iodopropynyl Butylcarbamate		0.20
D	Hydroxypropyl Cyclodextrin, water		
	Citric Acid		(suitable)
	Sodium Hydroxide		(suitable)
	<b>Total</b>		<b>100.00</b>

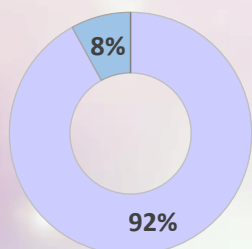
<Method>

- ①A: After uniformly dissolving at room temperature, Heat to 80 ° C
- ②Heat B and C to 80 ° C.
- ③Add B gradually while stirring A.
- ④Add C to the mixture of A+B and stir.
- ⑤Add D to the mixture of A+B+C and stir.
- ⑥Cool mixture to r.t.
- ⑦Adjust pH to 6 ± 0.1.
- ⑧Stir uniformly, then defoam.



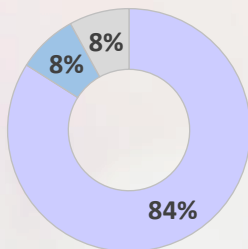
### The Results of Monitoring Test about Shampoo Formulation Using PIUSERIA<sup>®</sup> AMC

#### Improved Itchiness?



■ Yes ■ Neutral □ No

#### Reduced Dandruff?



■ Yes ■ Neutral ■ No

Implemented at SOUKEN Co., Ltd.

Questionnaire-based survey on differences before and after 2 weeks of continuous use

Subjects: 13 Japanese males and females aged from 20 to 61 years, who are generally interested in scalp dandruff and itching

**PIUSERIA<sup>®</sup> AMC is expected to have bacteriostatic effects on *C. acnes*, *C. albicans* and *Malassezia restricta*.**

#### Formulation for Face Wash ~Foaming Pump type~

	INCI Name	wt%
	Water	12.95
A	Disodium EDTA	0.05
	Glycerin	10.00
	Sorbitol, Water	8.00
	Sodium Cocoyl Glutamate, Water	30.00
	<b>Sodium Lauraminopropionate</b> , Water	<b>10.00</b>
B	Lauryl Hydroxysultaine, Water	10.00
	Sodium Lauryl Glycol Carboxylate, Water	10.00
	Polyquaternium-7, Water, Sodium Benzoate, Citric Acid	0.40
	Polyquaternium-39, Water, Sodium Benzoate	0.40
C	Citric Acid, Water	7.50
	Phenoxyethanol	0.50
	Iodopropynyl Butylcarbamate, Hydroxypropyl Cyclodextrin, Water	0.20
	<b>Total</b>	<b>100.00</b>

<Process>

- ①Heat and mix A at 60°C.
- ②Add B to A and mix and stir.
- ③Cool A+B to 40°C.
- ④Add C to the A+B mixture and mix uniformly.

#### Formulation for Face Wash ~Cream type~

	INCI Name	wt%
1	Acrylates Copolymer (31%aq)	6.00
2	Water	16.40
3	Potassium Cocoyl Glycinate, Water	50.00
4	Glycerin	5.00
5	<b>Sodium Lauraminopropionate</b> , Water	<b>6.90</b>
6	Petrolatum	10.00
7	Hydroxypropyl Starch Phosphate	4.00
8	Polyquaternium-7, Water, Sodium Benzoate	1.00
9	Phenoxyethanol	0.50
10	Iodopropynyl Butylcarbamate, Hydroxypropyl Cyclodextrin, Water	0.20
	<b>Total</b>	<b>100.00</b>

< Process >

- 1) Mix 1 and 2 (Propeller mixer=about 150).
- 2) Add 3 to 1) and mix (Propeller mixer=about 150).
- 3) Add 4 and 5 to 2), mix and stir, and heat to 70 ° C.
- 4) Add 7 to 6, and heat to 70 ° C and mix.
- 5) Add 4) to 3) and mix (Propeller mixer=about 150).
- 6) Cool 5) to 40 ° C.
- 7) Add 8, 9, and 10 to 6) and mix uniformly.

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