



Kensing Anionic Surfactants

Purely Better Performing Surfactants

**The Pure Benefits
of Kensing Anionic
Surfactants**

Outperforms the Competition

More cost-effective than alternative surfactants

Superior foaming and cleansing power

Offers flexibility in formulations

Consumer Benefits

Naturally derived, high-purity product

Enhanced mildness



Setting a New Standard in Ultra-purity with ReNu

ReNu is the first line of high-performance lauryl ether sulfates created to address the most stringent and emerging regulatory changes.

The Pure Advantages of Anionic Surfactants

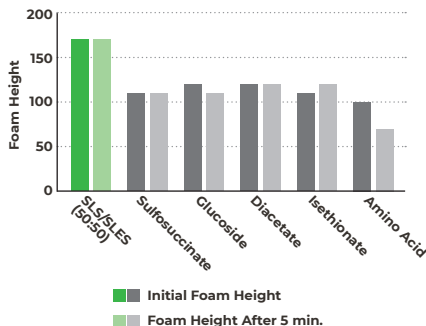
| | Sulfate-based Anionic Surfactants | Isethionates | Sulfosuccinate |
|-----------------------|-----------------------------------|--------------|----------------|
| Sensory and Foaming | ++ | + | + |
| Thickening | ++ | 0 | + |
| Conditioning | ++ | + | + |
| Formulation Stability | ++ | - | - |

Applications. Our anionic surfactants are perfect for:

- Bath and shower products
- Baby shampoo
- Conditioner
- Pet shampoo
- Facial wash
- Shaving cream
- Liquid hand soap
- Feminine hygiene


Sulfate-based anionic surfactants provide a superior foaming and lather profile compared to alternative surfactants.


SLS/SLES provides the highest initial foam and remain stable over time¹




Sulfate-based anionic surfactants provide better foam and viscosity without additional formulation requirements, making them more cost effective.

A recent study* showed that sulfate-based shampoos deliver:

 **52% more foam**

 **52% more viscosity**

 **And cost 47% less per lb. to produce**

*Using 20ML of a 1% solution of a sulfate-based shampoo formula versus a non-sulfate-based alternative¹.

1. Cosmeticsandtoiletries.com