



Setting a New Standard in High-Purity Anionic Surfactants for Personal Care



ReNu High-Performance Lauryl Ether Sulfates

Highest Purity, Full-scale Capability

As the market leader in high-purity sulfate solutions, we created ReNu, a full line of high-performance lauryl ether sulfates (high- and low-active) to address the most recent evolution in regulations. These include amendments to the Environmental Conservation Law (ECL) Articles 35 and 37 in the state of New York. With ReNu, you can flexibly renew your formulations and your ability to respond to the most stringent and emerging regulatory changes.

Today, Kensing is the only manufacturer with full industrial scale capability in ultra-pure sulfates, allowing you to formulate with full flexibility. With ReNu, formulators can maintain the unparalleled sensory profile and cleaning performance of sulfate surfactants, without compromise.

The Benefits of ReNu Products:

Ultra-pure, high-quality surfactant with superior batch-to-batch consistency

Meets the U.S. EPA Safer Choice Program's surfactant screen and is listed on CleanGredients

Superior foaming and cleansing power with enhanced mildness and tolerance to water hardness

Naturally derived with a high percentage of bio-based carbon

Products are available as preservative-free (high-active) or MIT/CIT¹ preserved allowing flexibility in formulations

Certified sustainable palm oil—RSPO (available)

¹ Product preserved with MIT/CIT: Mixture, containing 5-Chloro-2-methyl-2H-isothiazol-3-one and 2-Methyl-2H-isothiazol-3-one (3:1).

Naturally Better

ReNu products are used as a primary surfactant in shampoos, bath products, personal cleansers, and numerous applications that rely on surfactant cleansing systems. With excellent cleansing, high foaming and viscosity building properties, these high-performance lauryl ether sulfates can provide optimal cleaning while still retaining a mildness compatible with numerous applications.

Consumers are demanding the most ecologically friendly, responsibly sourced, natural content products. Fortunately, at Kensing, that is what we do. Since Kensing uses natural alcohols, our products have a high bio-based content and provide key sustainability features.

Applications for Personal Care and Cosmetics

Shampoo, Hair Conditioner, Body Wash, Body Scrubs, Shaving Cream, Facial Wash, Liquid Hand Soap, Skin and Hair Care Products, Pet Shampoo

ReNu Product Offering

All ReNu products below are/can be available as Mass Balance certified

Product Name*	INCI Name	Active Matter %	Form	pH Range	1,4-Dioxane (As-is, ppm)	Biobased Carbon %
Kopacol N 701 S ReNu Ultra	Sodium lauryl ether sulfate + 1 EO	70	Mobile Paste	7.0-9.0	0-5	86
Kopacol N 70 NA ReNu Ultra	Sodium lauryl ether sulfate + 2 EO	70	Mobile Paste	7.0-9.0	0-5	75
Kopacol N 70 NA ReNu Pro	Sodium lauryl ether sulfate + 2 EO	70	Mobile Paste	7.0-9.0	0-10	75
Kopacol N 70 LS ReNu Ultra	Sodium lauryl ether sulfate + 3 EO	70	Mobile Paste	7.0-9.0	0-5	66
Sensapol ES-2 K ReNu Ultra ¹	Sodium lauryl ether sulfate + 2 EO	25	Liquid	7.0-8.0	0-3	75
Gentlex 611 L UP ReNu Ultra	Sodium laureth sulfate (and) lauryl glucoside (and) cocamidopropyl betaine	60	Liquid	11.0-12.0	0-5	78

* All products above are/can be available as Safer Choice certified

Contact us to learn more about ReNu at

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Kopacol™

Our Kopacol ReNu products are shipped as a high active (~70% FAES) flowable paste, which gives the formulator advantages in reduced freight costs, lower in-plant handling expense, maximized storage efficiency, and the ability to produce more customized concentrated formulations. Our highly knowledgeable technical experts can help provide you a customized solution on the handling and dilution of our high-active products. All Kopacol ReNu products are considered self-preserving by virtue of its high-active level (low water activity).

Sensapol™

Our Sensapol ES-2 K ReNu product line is a low-active, 2 moles lauryl ether sulfate that enables you to easily incorporate our product in your formulation and achieve excellent foaming properties, and superior cleansing power, while delivering ultra-pure solution to your customers.

Gentlex™

Our Gentlex 611 L UP ReNu product line is an ultra-pure, ultra-low 1,4-dioxane blend of anionic, nonionic, and amphoteric surfactants carefully customized for personal cleaning products. It provides high foaming, high mildness, easy to build viscosity and can be easily blended into your formulation. The product is preservative-free with high degree of naturalness.

