



Kensing Amphoteric Surfactants

Purely Better Performing Surfactants

**The Pure Benefits
of Kensing Cocamidopropyl
Betaines (CAPB)**

Outperforms the Competition

High-purity, low in by-products, including amidoamine and chloroacetic acids

Available in high concentrations, reducing the cost of transport, storage, and handling

Adds strong thickening effect to surfactant solutions

Reduces irritation as its ratio of use as a secondary surfactant increases

Consumer Benefits

Naturally derived, high-purity product

A mild surfactant in all products for skin and hair cleansing



The Pure Advantages of Amphoteric Surfactants

Surfactant/Cleanser:

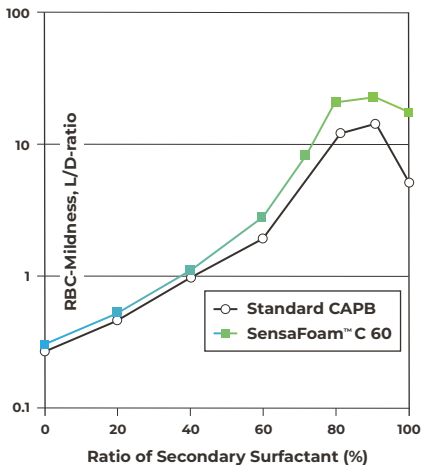
CAPB allows water and oil—two substances that usually repel each other—to interact. This makes it possible to remove oil with water, lifting it from the skin or hair.

Foam Enhancer: In shampoos and body washes, CAPB can help create a rich lather when it comes into contact with water (flash foaming & foam stability).

Thickening: CAPB adds viscosity to products, making them thicker and creamier. This is useful in products such as hair conditioners, as it makes them less likely to drip. In shampoo formulations, when mixed with anionic surfactants, CAPB shows a noticeable conditioning effect.

Hydration: Many detergents are drying to hair or skin. CAPB contains coconut oil, which is hydrating. It's less drying than other surfactants. CAPB reduces the drying effects of harsher detergents in skin and hair care products.

Mildness: Less harsh or drying compared to other surfactants.



Mitigating Effect of SLES by SensaFoam™ C 60

As the ratio of SensaFoam C 60 increases in the surfactant mixture, mildness also increases. Best mildness is obtained when the ratio of C 60 is between 80 to 90% in surfactant actives. Figure shows in-vitro RBC test (Pape et al., Drug Res. 40, 498 (1990)).

Applications

Our cocamidopropyl betaines surfactants are perfect for:

- Bath and shower products
- Baby shampoo
- Conditioner
- Toothpaste
- Facial wash
- Liquid hand soap
- Laundry detergents
- Surface cleaners