

Media Release

Clariant's new sunflower-based surfactant is a true pioneer

- **Based on 100% European-sourced sunflower oil & glucose**
- **No irritant labels (H318 or H319)**
- **High cleaning performance & soft moisturized after-feel on skin**

Muttenz, October 12, 2017 – Clariant, a world leader in specialty chemicals, heralds a new era for renewable surfactants in hand dishwashing liquid (HDWL) detergents with market breakthrough GlucoPure® Sense, a unique label-free surfactant based on 100% renewable sunflower oil sourced in Europe.

GlucoPure Sense supports HDWL experts in addressing challenges such as irritant labelling, non-tropical ingredient sourcing, and achieving comparable performance to traditional surfactants.

The latest addition to Clariant's GlucoPure family of mild yet effective renewable surfactants has a high Renewable Carbon Index (RCI) of more than 96%, consisting of 100% renewable sunflower oil and 100% renewable glucose both sourced in Europe. It has active matter of between 50-55% Oleyl Glucamide.

The surfactant is one of the few to carry no irritant labels (H318 or H319) under GHS and allows formulations with no irritant or corrosive labels consistent with European Union (EU) regulations. It delivers high foam mileage in both hard and soft water, and is proven in plate tests to match the performance standards of regular surfactants such as betaines. For example, H318 can be avoided in mild SLES/betaine formulations by using GlucoPure Sense as the co-surfactant. It is also possible to pursue no exclamation mark (H319) labeling in formulations with more than 9% a.m.

In terms of sensory, GlucoPure Sense stands out in the GlucoPure portfolio for adding a superior, soft, moisturized skin feel to formulations. In blind testing, a sensory panel reported improved and pleasant after-feel compared to an existing market product, as well as an easier to rinse foam.

Ralf Zerrer, Head of Strategic Marketing for the Business Unit Industrial & Consumer Specialties at Clariant, comments: "GlucoPure Sense lives up to its name. It gives the segment an effective alternative to green raw-materials derived from tropical sources, and thanks to its excellent ecotox profile and cleaning power, it's a viable option for manufacturers looking for a lighter label or to go completely label-free with their formulations. Plus, sensory experts love the soft, moisturized skin feel it creates compared to current market formulations. In a nutshell, it gives hand dishwashing liquids the performance consumers demand."

GlucPure Sense makes its tradeshow debut at Sepawa Congress and European Detergents Conference, October 18-20 at the Estrel Conference Center, Berlin, Germany (Booth A157-159).





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GlucoPure® IS A TRADEMARK OF CLARIANT REGISTERED IN MANY COUNTRIES.

GLOBAL TRADE MEDIA RELATIONS

STEFANIE NEHLSSEN

Phone +41 61 469 63 63
stefanie.nehlsen@clariant.com

Follow us on [Twitter](#), [Facebook](#), [Google Plus](#), [LinkedIn](#).

www.clariant.com

Clariant is a globally leading specialty chemicals company, based in Muttenz near Basel/Switzerland. On 31 December 2016 the company employed a total workforce of 17 442. In the financial year 2016, Clariant recorded sales of CHF 5.847 billion for its continuing businesses. The company reports in four business areas: Care Chemicals, Catalysis, Natural Resources, and Plastics & Coatings. Clariant's corporate strategy is based on five pillars: focus on innovation through R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

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