

FRAGRANCE ENHANCING

ECOSENTEUR™ liquid natural polymer (LNP)



Boost the fragrance of your detergent without increasing the cost

Consumers today are increasingly discerning and have higher expectations than ever before when it comes to the performance, sustainability and efficacy of their cleaning products. ECOSNTEUR™ LNP has been developed in response to these consumer needs. It is a highly effective and unique encapsulation matrix which captures fragrance for longer and can save manufacturers money as it reduces fragrance loss over time.



Delivering long-lasting freshness for your laundry detergent

Scent affects consumer purchasing of household materials ahead of any cost consideration, making fragrance the number one reason a detergent is chosen. However, more often than not, manufacturers invest more R&D budget in finding the perfect long-lasting scent only to discover that the scent is barely making it to the consumers' home. We carried out an accelerated storage test which involved powder detergent being held for 3 weeks at a high temperature and humidity equivalent to approximately 1 year's shelf-life.

The result for standard powder detergents was that less than 20% of the fragrance was actually left in the detergent, regardless of packaging. Whereas, if a proportion of the fragrance was encapsulated by ECOSENTEUR™ LNP more than 85% of the fragrance was still in the detergent throughout the shelf-life. The higher the amount of fragrance encapsulated, the more the fragrance remains stable throughout product shelf-life, even up to 95%. Furthermore, cardboard packaging works better in conjunction with ECOSENTEUR™ LNP versus poly-bags and can help manufacturers save cost on packaging.

SOUGHT AFTER, SUSTAINABLE AND GREEN SOLUTIONS

Biodegradable and natural ingredients are in demand as consumers look for products that are perceived to be safer for their families and kinder to the environment. Research from Vale suggests that 60% of consumers are eco-conscious and shop for green cleaning products¹.

ECOSSENTEUR™ LNP is a nature-based raw material which allows™ you to boost your 'green' credentials.

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THE RANGE INCLUDES

ECOSSENTEUR™ liquid natural polymer offers further cost reduction opportunities by eliminating the drying Step. It is in a convenient ready to use form and reduces energy and greenhouse gas emissions while using renewable and biodegradable sources.

HAND WASHING

The fragrance burst effect (immediate fragrance burst experience for the consumer) is significantly improved with ECOSENTEUR™ LNP.

1. Vale, K. (2015) Capturing the Cleaning Consumer. Daymon Internal Audits: Hartmen.



Ingredion™

Developing ideas.
Delivering solutions.™

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