

The new choice for Non-Paraben Preservative for Cosmetics and Toiletries

INCI:

**PHENOXYETHANOL, CAPRYLOYL GLYCINE
and UNDECYLENOYL GLYCINE**

- Broad spectrum innovative cosmetic preservative
- Effective in acidic pH
- Does not affect viscosity
- Does not affect foaming
- Stable at high temperature, pH and hydrolysis
- Moisturizing

Effective Use Level

Use Level: 0.8% to 1.0%

pH range: up to 12%

Mode of Action

New AE PreservaPure® effectively reduces the surface tension of water thus the wetting of surfaces is improved. This phenomenon makes the mixture of phenoxyethanol and capryloyl glycine and undecylenoyl glycine very effective in penetration of the cell membrane of microorganism resulting to optimized anti-microbial efficacy.

Physical and Chemical Data

Appearance: Liquid

Colour: Clear to yellowish liquid

Odor: Characteristic

Refractive Index: 1.50-1.56

Density @ 25°C: 1.05 - 1.15 g/ml

Vapour Pressure (20°C): <1 hPa

Flash Point: > 100°C

Viscosity (Brookfield RVT): 68 mPa s

Water solubility 25°C : Approx 10g/L (15 g/L @ 60°C)

Worldwide Approval

Approved for use in Japan, Canada and Australia

Microbiological Efficacy

New AE PreservaPure® has a broad spectrum efficacy against Gram Positive, Gram Negative, Yeast and

User Guide

Emulsions: use at the level of 0.8 % to 1.0% New AE PreservaPure® is highly soluble at levels up to 2.0% and therefore can make clear products.

Wet wipes: New AE PreservaPure® good preservation results are achieved at level of 0.8% to 1.0%

Minimum Inhibitory Concentration Values:

SPECIES	AE PRESERVAPURE® (%)
Gram Negative	
Escherichia coli	0.5
Pseudomonas aeruginosa	0.6
Klebisella pneumonia	0.5
Enterobacter cloacae	0.4
Pseudomonas fluorescens	0.5
Pseudomonas putida	0.5
Gram Positive	
Staphylococcus aureus	0.70
Staphylococcus epidermidis	0.6
Burkholderia cepacia	0.4
Molds & Fungi	
Aspergillus niger	0.3
Penicillium funiculosum	0.3
Yeast	
Candida albican	0.4