



Anti-perspirant and deodorant



A guide through our
chosen formulations

Nouryon

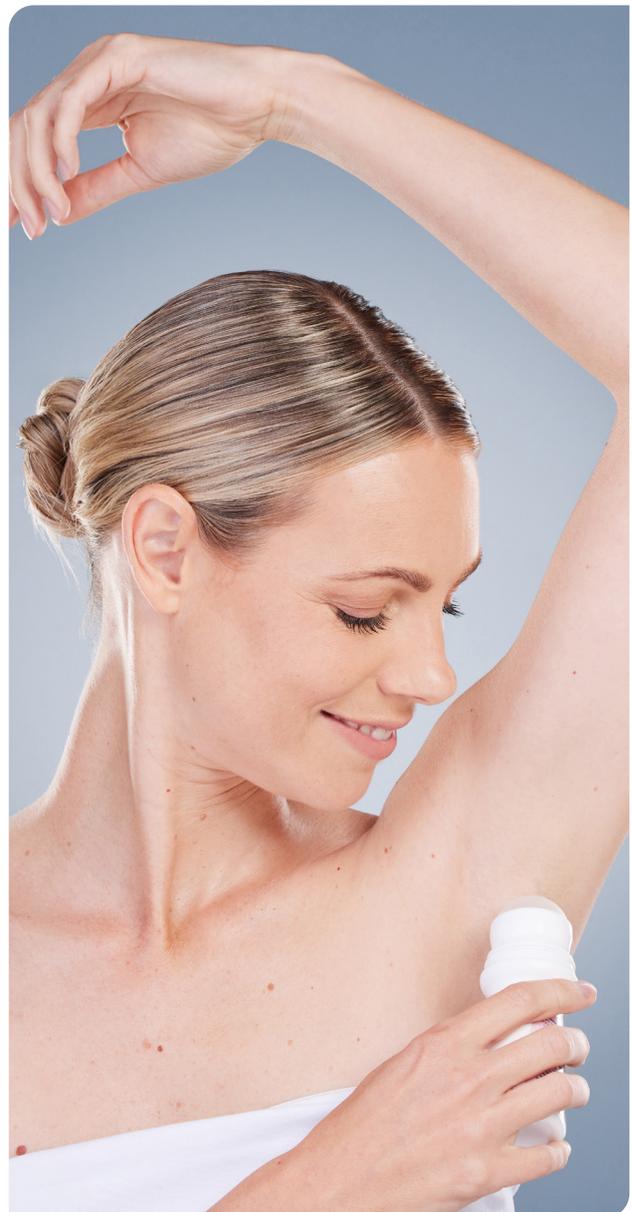
Excite your underarms with our effective and fresh formulations

In today's world, looking good and feeling good are a priority for a healthy, happy lifestyle. Consumers are focused on environmentally safe products that will offer odor protection and safety for the skin.

Anti-perspirant and deodorant (AP/Deo) is an increasing beauty segment that reaches diverse populations. A majority of the world's population use AP/Deo products, utilizing spray, stick and powder versions. "Skinification", a term widely used in the industry, brings together a number of aspects in self care that people find important in their routines such as quality ingredients and multi-purpose products. This is evident in the AP/Deo and bodycare segments.

According to Mintel, there are a number of key takeaways within the AP/Deo beauty segment. Health/wellness is important to the bodycare consumer as they pay more attention to the ingredients used on the body. Expanding AP/Deo for multifunctional use is also a growing trend. Developing, fragrant, multipurpose deodorizing products for other body parts in addition to the underarm is now a focus for major players in the marketplace. Consumers are also interested in AP/Deo products that offer added value via health/wellness, multifunction or convenience.

Please enjoy our book of AP/Deo formulations that highlight our amazing ingredient solutions. We expect that these unique, amazing creations offer you some inspiration for future consumer products.





Our products

On the following pages you will find a wide range of formulations. Please find below an overview of our products and their benefits.

Amaze® Nordic Barley starch

- Unmodified barley starch
- GMO-free, COSMOS approved
- Delivers improved skin aesthetics with minimal whitening

Dry-Flo® PC starch

- A unique, hydrophobically modified natural starch
- Enhances aesthetics
- Mitigates greasiness in formulations

Dry-Flo® TS starch

- Aluminum-free, non-GMO modified tapioca starch
- Reduces greasiness in most oily formulations
- Ideal for sensitive skin and lends for a soft after-feel

ElfaMoist® AC humectant

- Readily biodegradable
- 100% active ingredient
- Up to 30 hrs long lasting moisturization

Hydrovance® moisturizing agent

- Delivers high efficacy and long lasting hydration with reduced tackiness
- Enhances tactile sensory performance in formulations
- Biodegradable, non-ionic, preservative free, non-irritating

SolAmaze® Natural solution

- Naturally derived, biodegradable solution containing a film-forming polymer for high performance emulsion sunscreens with excellent aesthetics and water resistance
- Ideal for traditional organic and fully mineral sunscreens up to SPF50+, color cosmetics, and face, body, hand and foot creams and lotions

Structure® XL starch

- Starch based rheology modifier
- Versatile in cold process formulations
- Delivers excellent emulsion stability
- Imparts pleasing glossy appearance



This deodorant stick features Hydrovance® moisturizing agent that supplies long-term moisturization, along with SolAmaze® Natural, which provides a silky feel on the skin. This stick rubs in easily and goes on clear – a perfect fit for your everyday lifestyle!

Slick Stick Deodorant Stick

Formula N18401-001

Trade name	INCI name	% w/w	Supplier
Deionized Water	Aqua (Water)	16.20	Local
Propylene Glycol	Propylene Glycol	60.00	Dow
Arlamol PB14-LQ-(RB)	PPG-14 Butyl Ether	5.00	Croda
Sodium Stearate	Sodium Stearate	7.00	Spectrum
Sodium Chloride	Sodium Chloride	1.00	Fischer Scientific
Dissolvine® GL-47-S chelate (47% active)	Tetrasodium Glutamate Diacetate	0.10	Nouryon
Hydrovance® moisturizing agent (50% solids)	Hydroxyethyl Urea	5.00	Nouryon
SolAmaze® Natural solution	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride	2.50	Nouryon
Amaze® Nordic Barley starch	Hordeum Vulgare Seed Flour	3.00	Nouryon
Fragrance (Ragazzo)	Parfume (Fragrance)	0.20	Luzi
Total		100.00	

Procedure

In the main beaker, add all ingredients under high mixing using a prop blade and heat the batch to 80°C.

After the batch reaches 80°C, reduce the stirring speed to get rid of air bubbles formed during the stirring process.

Add the fragrance to the batch and immediately pour it into the stick packaging.



Sweet Bloom Mist has a dry touch and fresh feeling. The film formation properties of SolAmaze® Natural solution maintains the active ingredients on the skin, preventing them to rub off.

Sweet Bloom Mist

Formula 14805-29C

Trade name	INCI name	% w/w	Supplier
Phase A			
SolAmaze® Natural solution	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride	1.20	Nouryon
Cetiol AB	C12-C15 Alkyl Benzoate	12.90	BASF
Citrofol AI	Triethyl Citrate	9.40	Jungbunzlauer
Phase B			
Denatured Alcohol 200 Proof - SD-40-2	Alcohol Denat.	70.60	Local
Fragrance (Zircono)	Parfume (Fragrance)	0.45	Luzi
Tegosoft G20	Octyldodecanol	2.35	Evonik
Aloe Vera Gel 1X	Aloe barbadensis Leaf Juice	3.10	Jeen
Total		100.00	

Procedure

Pre-mix SolAmaze® Natural solution and Cetiol AB. Heat up to 80°C and then, mix Citrofol AI. After obtaining a clear mixture, let it cool down (still mixing) to approximately 40°C.

Add the ingredients one by one while stirring until the the mixture is homogeneous.

This anti-perspirant cream offers an easy and innovative application on the skin. It features Structure® XL starch, an emulsion stabilizer and Hydrovance® moisturizing agent which offers excellent moisturization. The formula also features Amaze® Nordic Barley starch for a superior skin aesthetic and ease of application on skin.



Don't Sweat About It AP Cream 24h efficacy (exp.)

Formula N18389-001

Trade name	INCI name	% w/w	Supplier
Phase A			
Deionized Water	Aqua (Water)	54.35	Local
Structure® XL starch	Hydroxypropyl Starch Phosphate	1.50	Nouryon
Hydrovance® moisturizing agent (50% solids)	Hydroxyethyl Urea	5.00	Nouryon
Phase B			
Brij S721-SO-(AP)	Steareth-21	0.90	Croda
Brij S2-SO-(AP)	Steareth-2	2.25	Croda
Arlamol PB14-LQ-(RB)	PPG-14 Butyl Ether	2.00	Croda
Phase C			
Amaze® Nordic Barley starch	Hordeum Vulgare Seed Flour	3.00	Nouryon
Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Ashland
Chlorhydrol 50	Aluminum Chlorohydrate	30.00	Elementis
Total		100.00	

Procedure

In the main beaker, add Deionized Water and start mixing and heating to 65-70°C. Under mixing, add Structure® XL starch and Hydrovance® moisturizing agent.

In a separate beaker, add Brij S721-SO-(AP), Brij S2-SO-(AP), and Arlamol PB14-LQ-(RB) and heat to 65-70°C.

Once phase A and phase B have reached 65-70°C, add phase B to phase A and homogenize at 3500 rpm for 5 minutes. Move this batch to a sweep blade and continue cooling to room temperature.

Add all ingredients at phase C one-by-one under constant mixing



Forget about sweating as this Roll-On Milk Antiperspirant gives you 24 hours anti-perspirant efficacy. Hydrovance® moisturizing agent provides skin moisturization while Dry-Flo® PC starch gives you a dry, fresh feel throughout the day.

Fresh & Mild Anti-Perspirant Roll On Milk 24h efficacy (exp.)

Formula N18420-001

Trade name	INCI name	% w/w	Supplier
Phase A			
Deionized Water	Aqua (Water)	50.35	Local
Structure® XL starch	Hydroxypropyl Starch Phosphate	0.50	Nouryon
Hydrovance® moisturizing agent (50% solids)	Hydroxyethyl Urea	5.00	Nouryon
Xiameter PMX-200 Silicone Fluid 5cs	Dimethicone	5.00	Dow
Phase B			
Brij S721-SO-(AP)	Steareth-21	0.90	Croda
Brij S2-SO-(MH)	Steareth-2	2.25	Croda
Arlamol PB14-LQ-(RB)	PPG-14 Butyl Ether	2.00	Croda
Phase C			
Dry-Flo® PC starch	Hydroxypropyl Starch Phosphate	3.00	Nouryon
Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Ashland
Chlorhydrol 50	Aluminum Chlorohydrate	30.00	Elementis
Total		100.00	

Procedure

In the main beaker, add Deionized Water and sift in Structure® XL starch under prop blade stirring at 500-600 rpm. Add Hydrovance® moisturizing agent and Xiameter PMX-200 Silicone Fluid 5cS, continue heating and stirring to 70°C. In a separate beaker, add all ingredients of phase B and heat to 70°C under constant stirring. After both phases have reached 70°C, add phase B to phase A and homogenize at 3500 rpm for 5 minutes. Cool the batch under mixing with a sweep blade at 150 rpm until it reaches room temperature. After the batch reaches room temperature, add all ingredients of phase C one-by-one and continue mixing until a uniform solution is obtained.



Applying anti-perspirant has never been this easy with the Protect & Care Anti-Perspirant Pump Spray. This propellant-free anti-perspirant is an innovative take on the formulas currently sold in a more sustainable and environmentally-friendly format. ElfaMoist® AC humectant provides long-term moisturization while Amaze® Nordic Barley starch reduces tackiness and delivers a softer feel.

Protect & Care Anti-Perspirant Pump Spray 24h efficacy (exp.)

Formula N18423-001

Trade name	INCI name	% w/w	Supplier
Phase A			
Deionized Water	Aqua (Water)	50.60	Local
Structure® XL starch	Hydroxypropyl Starch Phosphate	0.25	Nouryon
ElfaMoist® AC humectant	Acetamidoethoxyethanol	2.00	Nouryon
Xiameter PMX-200 Silicone Fluid 5cs	Dimethicone	5.00	Dow
Phase B			
Brij S721-SO-(AP)	Steareth-21	0.90	Croda
Brij S2-SO-(MH)	Steareth-2	2.25	Croda
Arlamol PB14-LQ-(RB)	PPG-14 Butyl Ether	4.00	Croda
Phase C			
Amaze® Nordic Barley starch	Hordeum Vulgare Seed Flour	4.00	Nouryon
Euxyl PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00	Ashland
Chlorhydrol 50	Aluminum Chlorohydrate	30.00	Elementis
Total		100.00	

Procedure

In the main beaker, add Deionized Water and start mixing at 500-600 rpm. Sift in Structure® XL starch and continue mixing and heating to 70°C. Add ElfaMoist® AC humectant and Xiameter PMX-200 Silicone Fluid, and heat to 70°C.

In the side beaker, add all ingredients of phase B. Mix and heat the phase to 70°C. Once both phases reach 70°C, add phase B to phase A and homogenize at 3500 rpm for 5 minutes. Continue mixing the batch under sweep blade until it reaches room temperature.

Once the batch is at room temperature, add all ingredients of phase C one-by-one and continue mixing until a uniform product is obtained.

Shield yourself from sweaty, active days with this Sweat Shield Anti-Perspirant Stick. This formula allows for an active lifestyle and features SolAmaze® Natural solution to keep the anti-perspirant actives in place while ensuring efficacy maintenance. Hydrovance® moisturizing agent helps to keep the underarms well moisturized. Dry Flo® PC starch enhances the visual whiteness of the stick without contributing to the whiteness upon skin application.



Sweat Shield Anti-Perspirant Stick 24h efficacy (exp.)

Formula N18425-001

Trade name	INCI name	% w/w	Supplier
Finsolv-TN	C12-15 Alkyl Benzoate	10.00	Innospec
SolAmaze® Natural solution	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride	3.33	Nouryon
Lanette 18	Stearyl Alcohol	10.00	BASF
Xiameter PMX-200 Silicone Fluid 5cs	Dimethicone	20.00	Dow
Hydrovance® moisturizing agent (50% solids)	Hydroxyethyl Urea	3.00	Nouryon
Dry-Flo® PC starch	Hydroxypropyl Starch Phosphate	3.00	Nouryon
Arlamol PB14-LQ-(RB)	PPG-14 Butyl Ether	5.00	Croda
Crodamol IPM	Isopropyl myristate	7.67	Croda
Ozokerite Wax Pastilles SP-996P	Ozokerite Wax	6.00	Strahl & Pitsch
Castorwax MP70	Hydrogenated Castor Oil	6.00	Caschem
Shebu Refined	Butyrospermum Parkii (Shea Butter)	6.00	R.I.T.A.
Ultra Zag A77	Aluminium zirconium tetrachlorohydrxglycine	20.00	Elementis
Total		100.00	

Procedure

Add all ingredients except Dry-Flo® PC starch and heat the batch to 80-85°C under continuous mixing.

After the batch is homogenous, reduce the rate of mixing to prevent bubble formation.

Add Dry-Flo® PC starch and continue mixing for a few minutes. Ensure that the starch is dispersed well and no lumps are formed.

Pour the batch into stick packaging and let it cool overnight .



Tea Tree FreshGuard Powder offers lasting freshness and natural odor protection. The combination of Amaze® Nordic Barley starch with Dry-Flo® TS starch provides a silk-smooth surface and dry feel all-day long.

Tea Tree FreshGuard Powder

Formula 14805-21

Trade name	INCI name	% w/w	Supplier
Phase A			
Dry-Flo® TS starch	Tapioca Starch Modified	12.00	Nouryon
Amaze® Nordic Barley starch	Hordeum Vulgare Seed Flour	40.00	Nouryon
Locron P	Aluminum Chlorohydrate	41.80	Clariant
Bikarbonat	Sodium Bicarbonate	5.00	Local
Sodium Ascorbyl Phosphate	Sodium Ascorbyl Phosphate	1.00	BASF
Phase B			
Tea Tree Oil	Melaleuca alternifolia (Tea Tree) Leaf Oil	0.20	Frey+Lau
Total		100.00	

Procedure

Phase A: Add all the powdered ingredients. Use a propeller mixer to mix the ingredients.

Phase B: Add the Tea Tree Oil and mix thoroughly until evenly distributed.



Nordic Bliss Cloudberry Bar is a unisex deodorant bar with a cloudberry fragrance that offers protection during use. Amaze® Nordic Barley starch leaves a dry touch on your skin. SolAmaze® Natural solution, a film former, ensures that the formulation will not rub off on clothing while leaving you comfortable, fragrant and poised all day.

Nordic Bliss Cloudberry Bar

Formula 14805-20B

Trade name	INCI name	% w/w	Supplier
Cetiol AB	C12-C15 Alkyl Benzoate	10.00	BASF
SolAmaze® Natural solution	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride	3.33	Nouryon
Lanette 18	Stearyl Alcohol	10.00	BASF
Xiameter PMX-200 100 cS	Dimethicone	17.00	Dow
Amaze® Nordic Barley starch	Hordeum Vulgare Seed Flour	10.00	Nouryon
Arlamol PB14-LQ	PPG-14 Butyl Ether	5.00	Croda
Crodamol IPM-LQ-(GD)	Isopropyl myristate	8.67	Croda
Sunflower Wax 6607L	Ascorbyl Palmitate (and) Tocopherol	8.00	Kahlwax
Kahlwax Ozokerite 7366	Cera Microcristallina	15.00	Kahlwax
Castorwax MP-70	Hydrogenated Castor Oil	8.00	Local
Coconut Virgin organic oil Lab sample FWA17-010	Cocos nucifera oil	3.00	Local
Tocopherol Care	DL-alpha-tocopherol	1.00	BASF
Fragrance (Cloudberry)	Parfum (Fragrance)	1.00	Luzi
Total		100.00	

Procedure

Add all the ingredients except the fragrance (Cloudberry) and keep stirring while the solid ingredients melt.

Add the Cloudberry fragrance. Pour into silicon molds while is still warm. After cooling down to room temperature, remove the bars from the molds.



Jasmine Eclipse Deodorant Bar combines elegance and freshness with a dark jasmine fragrance. The bar provides protection during use and leaves a moisturizing touch on your skin. SolAmaze® Natural solution acts as a film former to ensure that the bar won't rub off on clothing, leaving a comfortable, fragrant and poised feel all day.

Jasmine Eclipse Deodorant Bar

Formula 14805-20A

Trade name	INCI name	% w/w	Supplier
Cetiol AB	C12-C15 Alkyl Benzoate	10.00	BASF
SolAmaze® Natural solution	Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride	3.33	Nouryon
Lanette 18	Stearyl Alcohol	10.00	BASF
Xiameter PMX-200 100 cS	Dimethicone	20.00	Dow
Dry-Flo® TS starch	Tapioca Starch Modified	5.00	Nouryon
Arlamol PB14-LQ	PPG-14 Butyl Ether	5.00	Croda
Crodamol IPM-LQ-(GD)	Isopropyl myristate	8.67	Croda
Sunflower Wax 6607L	Ascorbyl Palmitate (and) Tocopherol	8.00	Kahlwax
Kahlwax Ozokerite 7366	Cera Microcristallina	16.00	Kahlwax
Castorwax MP-70	Hydrogenated Castor Oil	8.00	Local
Coconut Virgin organic oil Lab sample FWA17-010	Cocos nucifera oil	3.00	Local
Tocopherol Care	DL-alpha-tocopherol	1.00	BASF
Fragrance (Dark Jasmine)	Parfum (Fragrance)	1.00	Symrise
Total		100.00	

Procedure

Add all the ingredients except the fragrance (Dark Jasmine) and keep stirring while the solid ingredients melt.

Add the Dark Jasmine fragrance. Pour into silicon molds while is still warm. After cooling down to room temperature, remove the deo bars from the molds.



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Nouryon is a global, specialty chemicals leader. Markets and consumers worldwide rely on our essential solutions to manufacture everyday products, such as personal care, cleaning goods, paints and coatings, agriculture and food, pharmaceuticals, and building products. Furthermore, the dedication of approximately 8,200 employees with a shared commitment to our customers, business growth, safety, sustainability and innovation has resulted in a consistently strong financial performance. We operate in over 80 countries around the world with a portfolio of industry-leading brands. Visit our website and follow us @Nouryon and on LinkedIn.

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