



Upping the "Green" Factor

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What is "Green"?



The Push for Green Beauty

Increased Consumer Awareness and Knowledge

Sustainability Commitments from Producers

Rise of Third-Party Certifications

A Brief History of Green Surfactants

2800-2200 BC



The "OG" Fatty Acid Soap 1830s



Sulfonated Oils 1930s



Alcohol Sulfates

1990s



Alkylpolyglucosides

2000s



Amino Acid Derivatives **2010s**



Bio-Surfactants Lipid Chemistry





Case Study:
Upping the "Green" Factor
in a Liquid Cleansing Formula

Going Green in Liquid Cleansing

Synthetic Primaries

Low Bio-Based Amphoterics

Silicones

Synthetic Polymers

Sulfonated Methyl Esters

Green Secondaries

Natural Silicone Alternatives

Natural Polymer Alternatives

Sulfonated Methyl Esters Provide Green Performance

Sodium Methyl 2-Sulfolaurate (and) Disodium 2-Sulfolaurate

ALPHA-STEP® PC-48









SLS/SLES-Free

Soft skin after-feel

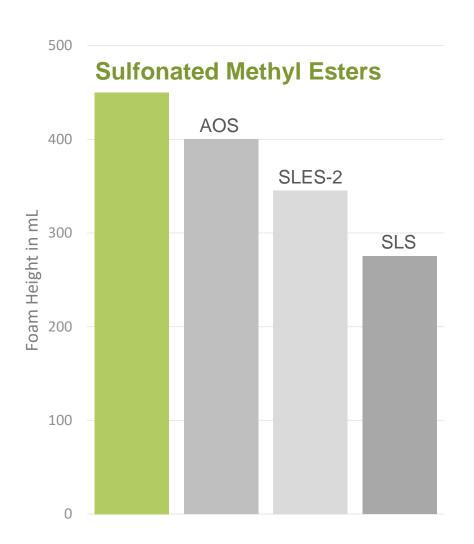
Whole Foods Market®

94% renewable carbon
Readily biodegradable
No preservatives

Easy formulating
Economy or premium
Cleangredients®

Sulfonated Methyl Esters Provide Green Performance

BETTER FOAMING



Sulfonated Methyl Esters provide more foam than traditional and synthetic alternatives.



The airy lather rinses cleanly and leaves a soft skin feel.

When Green Needs a Boost

Green Secondary Surfactants improve thickening and foam without compromising mildness

Dimethyl Lauramide/Myristamide NINOL® CAA





86% renewable carbon

No preservatives



78% renewable carbon

No preservatives



Thickens with little to no salt added

Super performing amide



Easily thickens sulfate-free systems, even glucosides

Natural Alternatives to Synthetic Staples

Natural Silicone Alternative

Lauryl Lactyl Lactate STEPAN-MILD® L3



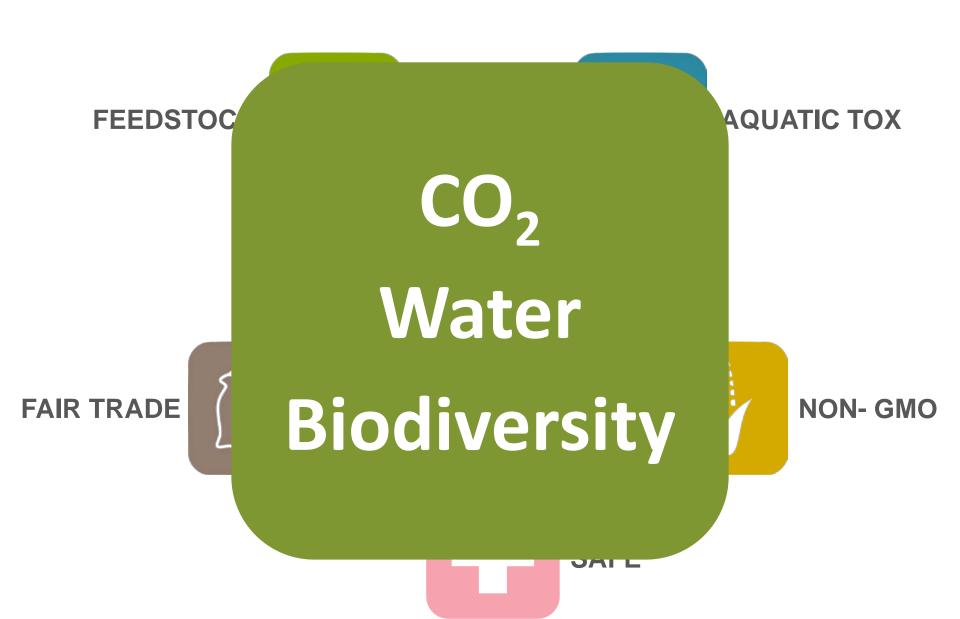


Natural Structuring Agent

Glyceryl Caprylate/Caprate

STEPAN-MILD® GCC

What is "Green"?



The Future of Green Surfactants

CO₂
Water
Biodiversity

BIO-ENGINEERED

Algae Oil

Natural feedstocks in synthetic spaces

Lipid chemistry

Marine Derivatives

Thank You!



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Ask me about other **Green** Stepan ingredients!