# We also offer... Aevum Vita 406

#### INCI: sodium caproyl/lauroyl lactylate, sodium citrate

A mild and naturally derived surfactant for use in cosmetic and personal care products. As a PEG-free anionic surfactant with excellent foaming properties, it is ideally suited for use in baby shampoos, skin friendly hand washes and natural product formulations. Aevum Vita 406 also exhibits antimicrobial properties, enabling the reduction or elimination of perservatives.

# Aevum Vita 525

#### INCI: ammonium polyacryloyldimethyl taurate

An anionic thickener, supplied as powder, to create crystal clear gels or medium viscosity emulsions with a soft silky feel. Aevum Vita 525 provides enhanced foam stability, as well as sensory benefits and has excellent electrolyte tolerance. Aevum Vita 525 has also been shown to be a demonstrate suspension abilities and is suitable for use over a wide pH range.

# Aevum Vita 595

### INCI: polyacrylamide, C13-14 isoalkane, laureth-7

An inverse emulsion thickener which imparts noticeable sensory benefits to the end product.

Supplied as a pre-activated low viscosity liquid, Aevum Vita 595 is suitable for aqueous and non-aqueous compositions, hot or cold processes, and can be used over a wide pH range.



All of our products come with complimentary support from our fully equipped in-house microbiology laboratory.

Services include: European Pharmacopoeia (EP) Challenge Test USP Challenge Test ISO PET Test Total Viable Count (TVC) Test

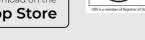
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### Aevum Vita 532 INCI: sodium acrylate/sodium acryloyldimethyl taurate copolymer, C15-19 alkane, lauryl glucoside

<image>

An anionic thickener and texturising agent, which contains 67% natural origin content.

Key Features:

- Supplied in an easy-to-use liquid form
- Effective thickening
- Wide range of suitable applications
- Significant sensory benefits
- Suitable for hot and cold processes





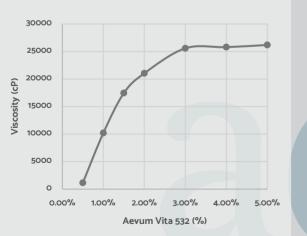
## **General Overview**

Aevum Vita 532 is an anionic thickener suitable for a wide range of cosmetic formulations. Depending on the rheological requirements of the end product, we recommend a dosage of 1.0-4.0%. According to the EU Cosmetic Regulations, there is no maximum limit.

Recommended Applications	ISCA recommendation	
Shampoo, Shower gel (rinse-off)	1.0-4.0%	
Creams, lotions (leave-on)	1.0-4.0%	
O/W emulsions	V	
W/O emulsions	J	
Wet wipes	J	
Eye care	<b>√</b>	
Lip care	1	
Oral care	<b>√</b>	
Children under 3	1	

# **Viscosity** Profile

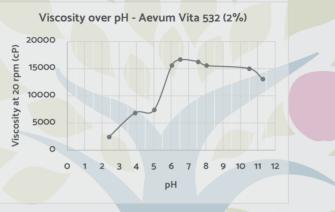
At low dosage, Aevum Vita 532 is suitable for adding a light texture to high water content formulations, such as wet wipe solutions. Conversely, a higher dosage can produce a viscous lotion-like product, where viscosity increases linearly.



### Viscosity Profile of AV 532 at 20 rpm

### **pH** Studies

Aevum Vita 532 is suitable for use in formulations with a pH between 5.5 and 10. Using Aevum Vita 532 outside of these ranges will require an increased dosage to achieve desired viscosity. Aevum Vita 532 is not electrolyte tolerant.



# Fig and Pomegranate Milk Cleanser

Our milk cleanser showcases the silky, soft feel that Aevum Vita 532 can add to a formulation. At just 2%, our thickener can offer a light watery feel to this formulation whilst providing the stability to combine oil based ingredients without an additional emusilfing agent.

Formulation: Nourishing Milk Renewal Cleanser		
INCI name	% by weight	
Rosa Damascena Flower Oil	84.75	
Aqua	9.60	
Aevum Vita 532	2.0	
Punica Granatum Seed Oil	1.0	
Ficus Carica Extract	1.0	
Iscaguard PEG	1.0	
Squalane	0.5	
Vitamin E	0.1	
Citric Acid to pH 5.5	q.s.	



Formulations with and without Aevum Vita 532 were compared and analysed for an increase in skin hydration. At 10 minutes post-application, Aevum Vita 532 was shown to increase skin hydration by an extra **74%**.

# Rose Water Make-Up Primer

Our make-up primer is an example of a high dosage formulation with exceptional sensory benefits. This product was blind tested on 25 volunteers. 88% of people said they'd consider using this product on a regular basis. Average ratings for effectiveness, skin hydration and absorption were 8 out of 10.

Formulation: Rose Water Make-Up Primer		
INCI name		% by weight
Aqua		85.15
Rosa Damascena I	Flower Oil	7.0
Aevum Vita 532		5.0
Iscaguard PEG		1.0
PEG 40 Hydrogena	ated Castor Oil	0.75
Punica Granatum S	Seed Oil	0.5
Glycerin		0.5
Vitamin E		0.5
Citric Acid to pH 5.	5	q.s.