

Aevum Vita 328

Moisturisation	Emolliency	Natural Origin	“Preservative Free”	Ecolabel Compliant
✓	✓	✓	✓	✓

INCI declaration
ethylhexylglycerin, levulinic acid, phenylpropanol, pentylene glycol, hinokitiol

Aevum Vita 328 is a naturally derived multifunctional cosmetic ingredient, ideal for use in ecolabel approved formulations. It's a skin conditioning agent containing plant based analogs of widely used substances such as ethylhexylglycerin and pentylene glycol, alongside hinokitiol: an ingredient with recognised anti-inflammatory and antioxidant properties. This optimised combination of emollients allows the creation of modern, quickly absorbed, non-tacky formulations that exhibit excellent moisturisation and humectancy. Additionally, the inherent antimicrobial properties of the ingredients, allows formulators to create “self-preserving” cosmetics.

In Use Concentrations	ISCA recommendation	EU Cosmetic Regulation (max)
Leave-on	0.7 - 1.4 %	No limit
Rinse-off	0.7 - 1.4 %	No limit

In use concentrations vary according to the formulation type and the other ingredients present. The correct use dosage should be determined by microbial challenge testing of the finished formulation (ISCA UK offers discounted challenge testing to our customers).

Recommended Applications

Shampoo, Shower gel (Rinse-off)	Creams, lotions (Leave-on)	Hair care	Deodorants	Wet wipes	Eye care	Lip care	Oral care	Children under 3
•	•	•	•		•	•		•

Use scenarios derived from evaluation of Cosmetic Regulation guidelines and preservative performance for typical formulations.

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Formulation guidelines

pH range 5.5 max

Solubility (Water) 0.3 %

Solubility (Glycols) Miscible

Colour tbd

Process Temperature tbd

General information

The multifunctional properties of Aevum Vita 328 require acidic conditions for their effect, and for optimum efficacy we recommend a maximum pH value of approximately 5.5.

The antimicrobial properties of Aevum Vita 328 increase as the pH of the end product decreases, so formulations should be checked for pH stability during storage.

Due to its limited water solubility, it is not suitable for formulations with a very high water content, unless they contain significant quantities of solubilising ingredients (such as surfactants or solvents).

For use in emulsions, we recommend pre-dissolving Aevum Vita 328 into the non-aqueous phase prior to the addition of water.

Minimum Inhibitory Concentrations (pH = 5.0)

Microorganism	MIC (%)
Bacteria (gram-negative)	
Pseudomonas aeruginosa	0.05
Escherichia coli	0.05
Bacteria (gram-positive)	
Staphylococcus aureus	0.05
Cutibacterium acnes	0.05

Minimum Inhibitory Concentrations (pH = 5.5)

Microorganism	MIC (%)
Yeasts	
Malassezia furfur	0.05
Candida albicans	0.15
Moulds	
Aspergillus brasiliensis	0.15
Trichophyton rubrum	0.05

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