

Stepan Asia Pte. Ltd.

PERSONAL CARE POST

ASIA MARKET

TOP 5 FEATURES OF NINOL® CAA

Stepan Company introduces a naturally-derived aesthetics enhancer and fragrance solubilizer to the Asian consumer market. NINOL CAA is a dimethyl lauramide/myristamide that meets the demand for naturally-derived ingredients. Here are the top 5 benefits of NINOL CAA.

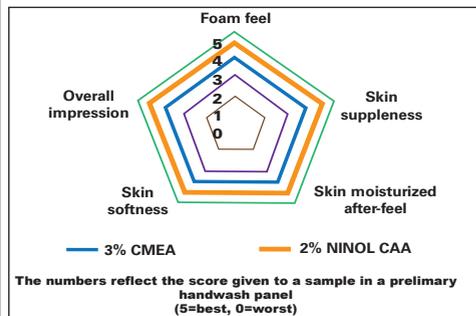
1. NINOL CAA is a superior tactile enhancer.

NINOL CAA is a viscosity enhancer that eliminates the need for polymeric thickeners.

2. NINOL CAA is naturally derived.

NINOL CAA has a higher Biorenewable Carbon Index (*BCI) than CAPB or CDEA. Biorenewable and naturally-derived are defined by Stepan as originating from animal, plant or marine material. See table to the right.

3. NINOL CAA provides a skin feel desired by the Asian market.



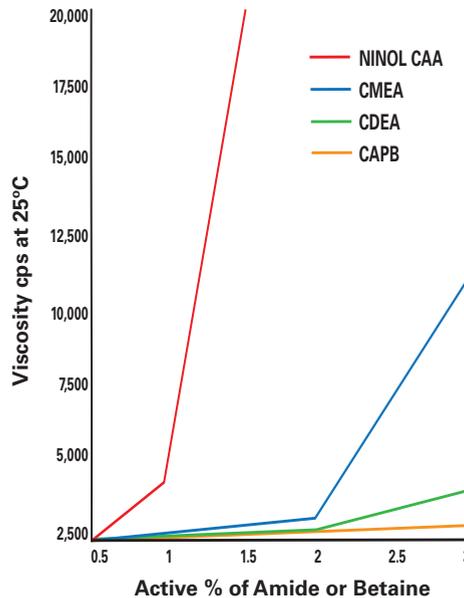
4. NINOL CAA makes high fragrance levels possible.

NINOL CAA may solubilise up to 4% for certain fragrances in a perfumed shower gel without requiring additional surfactant actives. See table to the right.

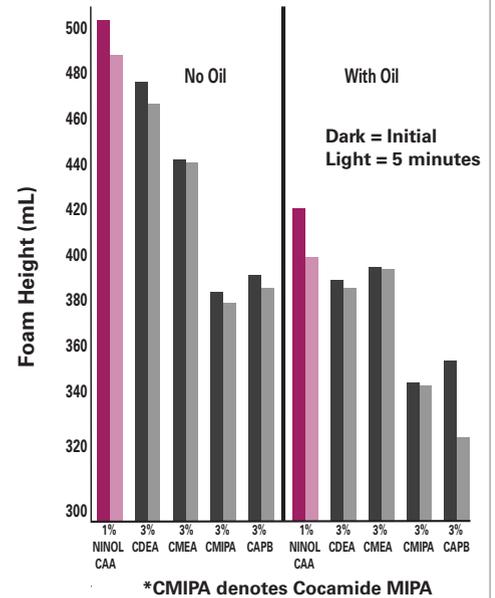
5. NINOL CAA replaces CDEA and Cocamide MEA (CMEA) to eliminate potential nitrosamine issues.

Cosmetics containing nitrosamines (chemicals with carcinogenic potential) are banned by the European Commission (adopted from Scientific Committee on Consumer Safety - SCCS/1458/11). Asian personal care manufacturers who export or intend to export their products to the European Union may want to consider to replacing CDEA or CMEA with DEA (Diethanolamine)-free alternatives such as NINOL CAA.

Viscosity Profile of Ninol CAA vs. Traditional Amides/Betaine



Foam Heights Comparison of Ninol CAA vs. Traditional Amides/Betaine



Ingredient	BCI
NINOL CAA	86
CAPB (Cocamidopropyl betaine)	64
CDEA (Cocamide DEA)	76

Meet Stepan At These Upcoming Events

in-cosmetics® korea

Seoul · Coex
13 - 15 June 2018
Booth No.: M10

<http://korea.in-cosmetics.com/>

9th SCSS Suppliers Day

Singapore
24 August 2018

<http://scss.org.sg/suppliersday>

Contact Us

Tell us how you feel about our newsletter or if you have anything you would like us to share in our next issue; we would love to hear from you.

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