



# OLIVOIL

## AVENATE

### SURFACTANT



*Kalichem*  
a lamberti company



# OLIVOIL AVENATE: TECHNOLOGY

## MARKET POSITIONING

**Natural surfactant from vegetable origin**

Advanced sensorial features (mild rinse off cosmetics & emulsions)

Green and eco-sustainable philosophy

Ideal for sensitive and baby skin cleansers

Cosmos Ecocert approved

Vegan sourcing

Palm and Kernel Palm Oil Free

China compliant version available

OLIVOIL AVENATE FOKSNaB



COSMOS  
APPROVED

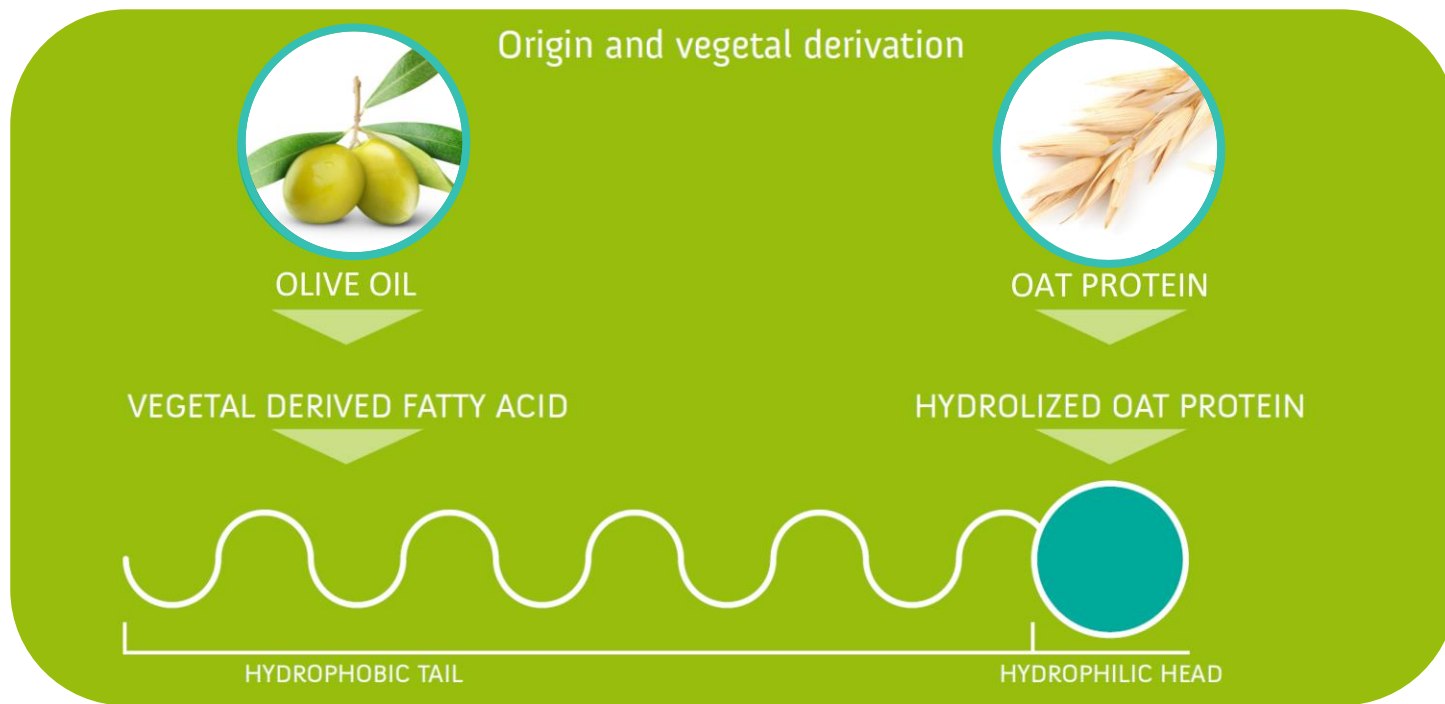


RAW MATERIAL APPROVED BY ECOCERT GREENLIFE,  
CONFORM TO THE COSMOS STANDARD



# OLIVOIL AVENATE: TECHNOLOGY

## PATENTED LIPOPOLYPEPTIDE: CHEMICAL NATURE



Potassium Olivoyl Hydrolyzed Oat Protein

Lipo-polypeptide containing  
**condensed olive oil fatty acids**  
and  
**oat polypeptides,**  
forming an anionic amphiphilic  
unit able to form a moisturizing,  
soothing, skin/hair filming  
macromolecule with gentle  
cleansing action



# OLIVOIL AVENATE: TECHNOLOGY

RATIO: CHOICE OF OLIVE OIL FATTY ACIDS

- Millenary use in personal care
- Olive oil is an icon of Mediterranean lifestyle
- Healthy features objectified in food & cosmetics industry
- Unique source of Oleic acid



# OLIVOIL AVENATE: TECHNOLOGY



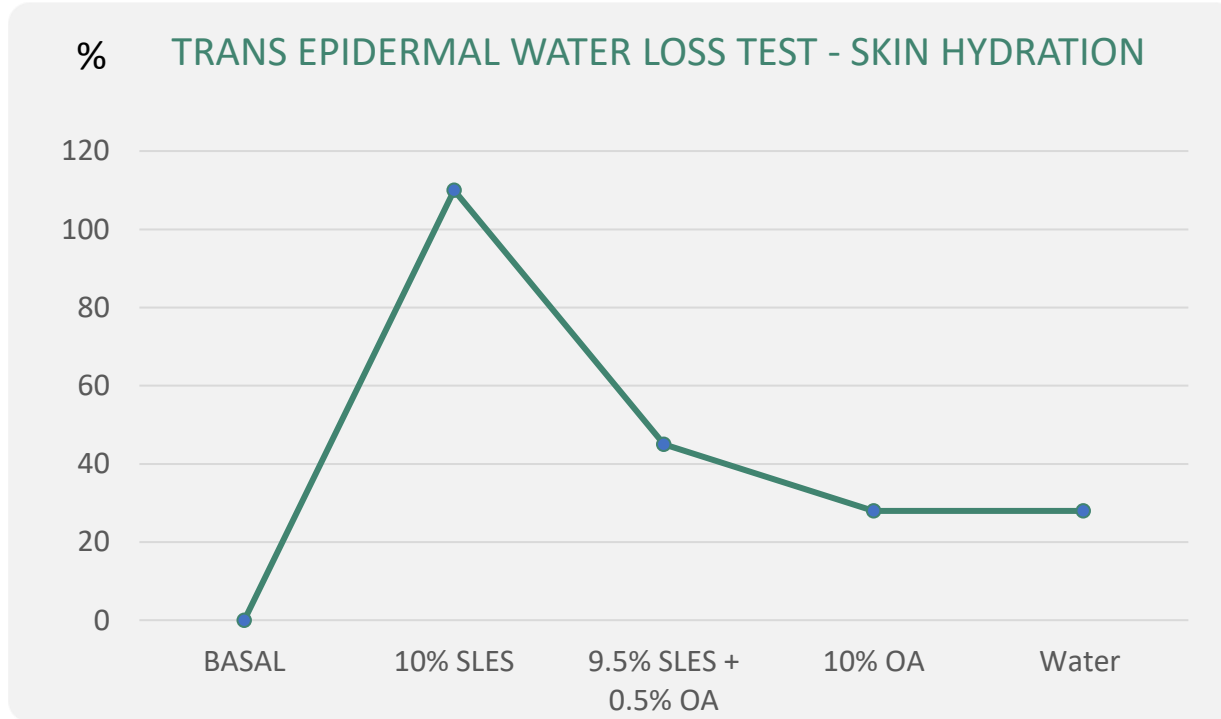
## RATIO: CHOICE OF OAT POLYPEPTIDES

- Reference active ingredient for soothing and sensitive skin applications
- Proven skin elasticity, tightness and hydration increase
- Immediate improvement of skin ability to respond to deformation
- Immediate tensor effect and silky after feel



# TEWL FOR SKIN MOISTURIZATION EVALUATION

Published on **Cosmetics  
&Toiletries**



OLIVOIL AVENATE lipo-polypeptide (OA) reduces the *SLES related* water transpiration more than 50% at just 0.5% a.m.

Used alone, its TEWL value matches the result of water



# OLIVOIL AVENATE: WAY OF USE

## CONCENTRATION OF USE

Olivoil Avenate is made of lipo-polypeptides concentrated at 30% in water solution. It can be used in few potential ways

- **Primary** surfactant → @ 10.0 ÷ 30.0 %
- **Secondary** surfactant → @ 2.0 ÷ 10.0 %
- concentration of use as emollient/co-emulsifier in leave on applications → @ 2.0 ÷ 5.0 %

## RINSE OFF APPLICATIONS

concentration of use starting **from 2%** is sufficient to reduce sulfates/sulfonates aggressiveness and obtain tewl score comparable to those of physiological water

**increasing the concentration** up to the maximum values will provide the formula with directly proportional improvement of silkiness and softness after feel



# OLIVOIL AVENATE: WAY OF USE

## RINSE OFF APPLICATIONS

### pH OF USE

Olivoil Avenate is made of lipo-polypeptides formed by condensed polypeptides and fatty acids.

The pH of the formula needs to be set depending on the final output desired:

- **5.5 ÷ 8.0** if OA is used **at concentration  $\geq 5.0$  %**  
and a transparent formulation is required
- **4.5 ÷ 8.0** if OA is used as secondary surfactant **at concentration  $\leq 5.0$  %**  
if the final formulation will be opacified, pearled or is in  
creamy form

