

POTASSIUM OLIVATE



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MARKET POSITIONING

Anionic surfactant/ soap from Olive oil

Traditional liquid Marseille soap main recipe ingredient

100% Palm free composition

Cosmos Ecocert approved

Ideal for personal care soaps and mild cleansers

Technical grade version for household and detergents available

China IECIC listed

POTASSIUM OLIVATE
FOKSNaB



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



POTASSIUM OLIVATE: TECHNOLOGY

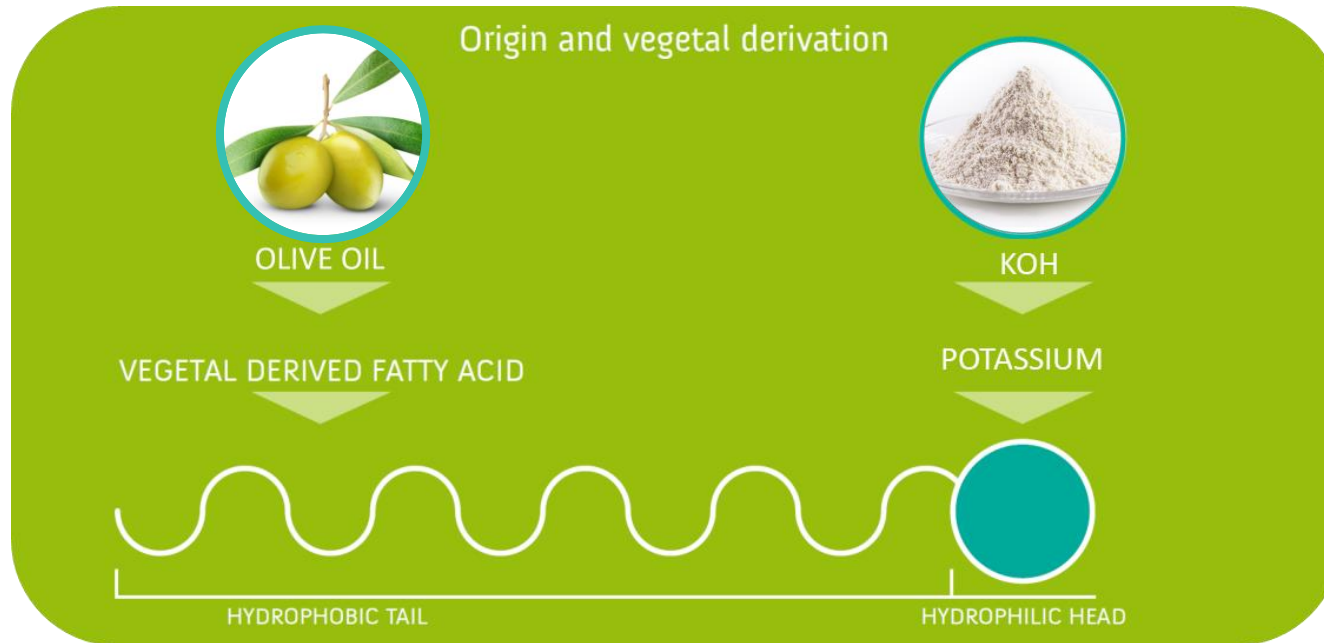
- The original **Liquid Marseille soap**
- Anionic surfactant with effective and gentle cleansing action
- Soft after feel
- Base ingredient for many traditional soaps recipes
- Dermocompatible skin cleansing
- Ideal for hand and body liquid soaps

TECHNOLOGY OVERVIEW



POTASSIUM OLIVATE: TECHNOLOGY

ANIONIC SURFACTANT/SOAP: CHEMICAL NATURE



Potassium Olivinate

Molecule containing **olive oil fatty acids** and **potassium**, forming an anionic soap able to cleanse effectively with maximum dermocompatibility and skin barrier restoring features



POTASSIUM OLIVATE: TRADITIONAL RECIPES

Castile soap

Marseille soap

Aleppo soap

Nablus soap



POTASSIUM OLIVATE: 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



POTASSIUM OLIVATE: TECHNOLOGY



RATIO: CHOICE OF OLIVE OIL FATTY ACIDS

The choice of olive fatty acids depends on the unique **texture and dermocompatibility** given by **Oleic and Linoleic acid**:

- unsaturated fats
- abundantly found in olive oil (total amount $\approx 80\%$)
- providing the skin with:
 - Emolliency (superior absorption and skin penetration compared to other fatty acids)*
 - «Second skin» effect
 - Soft touch and silicon like sensoriality



*[Biointerphases](#), 2013 Dec;8(1):3.
Studying the penetration of fatty acids into
human skin by ex vivo TOF-SIMS imaging.
[Kezutyte T](#), [Desbenoit N](#), [Brunelle A](#), [Briedis V](#).

POTASSIUM OLIVATE: SUSTAINABILITY

SOURCING, ACKNOWLEDGED CERTIFICATIONS AND NATURALITY PARAMETERS



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The fatty acids are sourced from
Olea Europaea,
vegetable species with recognized sustainability

Potassium Olivates are 100% Palm free

Cosmos Ecocert approved, Vegan standards compliant,
ISO16128 Natural percentage above 75%



MARKETING CLAIMS

Claims

- PEG and Sulfate free
- Milestone and historical ingredient in personal care
- Traditional base of Marseille, Aleppo, Nabulsi and Castile Soap
- Cosmos approved - sustainable sourcing- high naturality values
- Olive oil fatty acids derived
- Green philosophy in household & detergents

