PARTNERS IN POSSIBILITY
sulfate-free surfactant systems

customer challenge

- customer had production downtime due to delays in sourcing a competitive surfactant blend

- customer experienced reduced cash flow due to high inventory levels, as their raw material supplier required a minimum order quantity of 20+ metric tons

- customer was struggling with product stability in their shampoo, relating to discoloration and unpleasant odor

solution

- as leaders in nature-based surfactants, Aurorium was able to reverse engineer the blend; Sucranov™ SF

- allowed for minimum order quantity flexibility and reduced lead times

- swapping the original ingredient with the Aurorium solution led to:
  - enhanced foam performance
  - improved color
  - decreased odor

benefits

- biobased: raw materials derived from nature-based sources
- manufacturing efficiency: less production delays with sourcing, blend helps to simplify formulation

at a glance
reverse engineered sulfate-free blend with improved foam

focused on future trends and unique market challenges in personal & home care; Aurorium provides innovative solutions derived from sustainable and nature-based sources