

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

