

# Product Positioning: A Mild Amphoteric Foam Builder

Introduce Coco-Betaine (e.g. Dehyton AB30) as a water-soluble, coconut-derived amphoteric surfactant supplied as a light yellow transparent liquid with 30% active ingredient content. Frame the product as a practical ingredient for gentle rinse-off cosmetics where formulators need mild cleansing support, richer foam, softer after-feel, and better texture in blended surfactant systems.



INCI: Coco-Betaine,  
Aqua

30% active  
ingredient content

Water-soluble light  
yellow transparent  
liquid

Designed for rinse-  
off cleansing  
systems

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# What the Supplied Product Represents

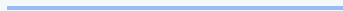
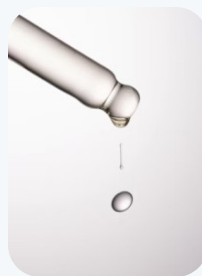
Use the provided product visual as a concrete product-detail reference, then connect it to the supplied specification: Coco-Betaine (e.g. Dehyton AB30) is a clear liquid cosmetic ingredient developed and produced in China, intended for gentle cleansing and foam enhancement. Keep the slide focused on product identity rather than mechanism claims.

Product ID: 126075

Product type: Cosmetic ingredient

Appearance: light yellow transparent liquid

Developed and produced in China



# Why Coco-Betaine Matters in Mild Cleansing

Explain the formulation value: Coco-Betaine has relatively low cleansing power when used alone, but it becomes highly useful in combination surfactant systems. Its main role is to support mildness, foam richness, sensory softness, and formula texture, making it suitable for products designed for daily use, sensitive skin positioning, and gentle scalp care.

Best used with other surfactants

Helps reduce harshness of cleansing formulas

Improves foam volume and creaminess

Supports softer skin and hair after-feel

# Chemical Identity: True Betaine vs CAPB

Clarify the distinction between Coco-Betaine and Cocamidopropyl Betaine because they are often confused. Coco-Betaine is described as a true betaine derived more directly from coconut oil, while Cocamidopropyl Betaine is a chemically distinct surfactant made from coconut fatty acids reacted with other chemicals such as dimethylaminopropylamine. This distinction supports different positioning choices for mild and natural-origin formulas.

## **Coco-Betaine: true betaine**

Coco-Betaine is less processed in the supplied positioning

## **Cocamidopropyl Betaine: chemically distinct**

CAPB may be associated with sensitivity in certain users

# Performance Roles in Surfactant Systems

Present Coco-Betaine as a multifunctional secondary surfactant. In practical systems it can act as a mild cleansing support, foam booster, foam creaminess enhancer, conditioning-feel contributor, and viscosity or texture support. The slide should emphasize that these benefits are system-dependent and most relevant when Coco-Betaine is blended with complementary surfactants.

Mild cleansing support



Rich foam enhancement

Moisturizing and conditioning feel

Viscosity and texture support

# Best-Fit Product Applications

Map Coco-Betaine to rinse-off formats where mildness, foam, and skin or hair feel are important. The strongest fit is in facial cleansers, mild foaming cleansers, body washes, shower gels, liquid soaps, foaming hand soaps, shampoos, conditioners, baby shampoos, baby washes, sulfate-free cleansing systems, natural-origin cleansing formulas, and sensitive skin or scalp cleansing products.



Facial and mild foaming cleansers

Body wash, shower gel, liquid soap,  
hand soap

Shampoo, conditioner, baby wash

Sulfate-free and natural-origin  
cleansing systems

## Formulation Use: Dosage and Processing

Give practical formulation guidance for scientists. The recommended usage rate is 15%, with a broader dosage range of 0.10% to 30.00% and a typical use range of 1% to 30%. Add the product into the water phase, avoid heating above 80°C, and avoid excessive stirring or high-speed mixing because the material can generate foam during processing.

Recommended usage  
rate: 15%

Dosage range: 0.10%–30.00%; typical use  
range: 1%–30%

Add into the water phase

Avoid heating above 80°C and avoid excessive high-speed mixing

# Specification Snapshot for Quality Review

Summarize the supplied physical and chemical specifications in a scannable quality-control layout. Include appearance, odor, pH, active content, sodium chloride limit, unreacted glue limit, color, chloroacetic acid limit, solubility, and product form. Keep the slide technical and table-led so the audience can quickly understand incoming-material expectations.

pH, 5% aqueous solution at 25°C: 6.0–8.0

Active ingredient content: 30%

Sodium chloride content: max 7.0%; unreacted glue: max 0.5%

Color, Hazen: max 80; chloroacetic acid: max 20 mg/kg

Appearance, odor, solubility

Product form and incoming-material review

# Example Concept: Mild Coconut Foam Facial Cleanser

Use the example concept to show how the ingredient can be positioned in a finished product idea. Coco-Betaine can support a gentle water-based facial cleanser when blended with other mild surfactants, improving foam quality, reducing harshness, and creating a softer after-feel suitable for daily cleansing. The slide should remain conceptual and not imply a complete formula or tested performance data.

Water-based facial cleanser concept

Use as mild foam booster and conditioning surfactant

Blend with other mild surfactants

Target daily-use softness and creamy lather



# Storage, Shelf Life, and Takeaway

Close with practical handling and a clear summary of why Coco-Betaine (e.g. Dehyton AB30) belongs in mild cleansing development. Store at room temperature, ideally within 25–40°C, keep the container tightly closed, protect from sunlight, and avoid unnecessary heat exposure. Shelf life is 24 months from manufacturing or testing date, with a minimum shelf life of 2 years when stored properly.

Store ideally within 25–40°C

Keep tightly closed and protected from sunlight

Shelf life: 24 months from manufacturing or testing date

Core value: mildness, foam, conditioning feel, and texture support