

# Gentle Cleansing Is Now the Brief

Modern cleanser buyers expect foam, easy rinse-off, and comfort after cleansing. AminoWash™ helps formulators answer that brief with a mild amino-acid surfactant story for face and baby cleansing concepts.

- Targets soft, non-dry after-feel

- Supports sulfate-free mild cleanser positioning

- Fits facial, baby skin, and baby hair cleansers

- Designed for low-pH cleansing systems

## A Premium Amino-Acid Foam Base



AminoWash™ is Sodium Lauroyl Glutamate, a high-active amino-acid anionic surfactant made for gentle, skin-comfortable cleansing systems with delicate creamy foam.

- INCI: SODIUM LAUROYL GLUTAMATE
- Active content: ≥95%
- White or off-white fine powder
- Developed in Japan and produced in Japan

## Soft Foam With a Comfortable Finish



The Glutamate amino-acid surfactant family is described as offering the best foaming among amino-acid types. That makes AminoWash™ useful when a cleanser needs both mild positioning and a pleasant sensory foam profile.

- ✔ Creamy, delicate bubbles
- ✔ Soft and smooth after-feel
- ✔ Clean rinse without a dry-feeling finish
- ✔ Strong fit for daily facial cleansers

## Skin-Suitable pH Helps the Story

AminoWash™ supports low-pH cleanser design with a material and 1% solution pH of approximately 5.0–6.0. This aligns naturally with comfort-focused facial and baby cleanser positioning.

- pH profile: approximately 5.0–6.0
- Source notes pH around 5.6 is skin-suitable
- Useful for low-pH facial wash concepts
- Supports mild baby cleansing positioning

## Easy to Build Into Cleansers

AminoWash™ is designed for water-based cleansing systems and can be added into the water phase slowly with gentle stirring. Practical handling guidance helps reduce adoption friction in cleanser development.

- Use level: 5.00–25.00%
- Recommended dosage: 25.00%
- Add slowly into the water phase
- Avoid vigorous mixing to prevent foaming
- Avoid temperature above 60C during mixing

## Clear Systems Can Still Feel Premium

For clear formulas, AminoWash™ can be structured with several thickening options. For stronger foam volume and longer-lasting bubbles, the recommended system combines Mild-Wash™ and/or Coco-Foam™ with Flora Foam™.

- Foam boost: Mild-Wash™ and/or Coco-Foam™ plus Flora Foam™
- Clear thickening: SugarThick™
- Clear thickening: ClearClean™
- Clear thickening: Xanthan Gum or EasyThick™

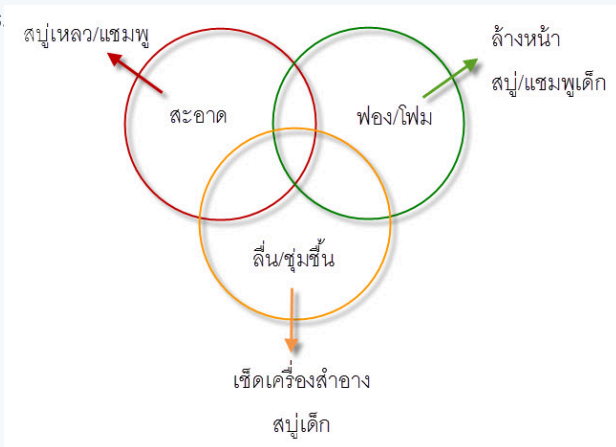
## Evidence Supports Mild Cleansing Claims

The supplied ingredient-family review helps AminoWash™ carry an evidence-backed story for mild, sulfate-free, low-pH personal cleansing systems.

- Supports mild cleansing positioning by noting acyl glutamate and amino-acid surfactants are generally milder to skin than corresponding alkyl sulfates. Citation: K. P. Ananthapadmanabhan.
- Supports sulfate-free cleanser design by reviewing amino-acid surfactants in personal cleansing systems. Citation: K. P. Ananthapadmanabhan.
- Supports low-pH cleanser storytelling by aligning amino-acid surfactant use with sulfate-free, low-pH cleansing systems. Citation: K. P. Ananthapadmanabhan.

# A Clear Surfactant Selection Advantage

The supplied surfactant selection reference positions AminoWash™ within a mild cleansing decision context. Use it to help customers see why Sodium Lauroyl Glutamate belongs in comfort-first cleanser systems.



- Supports ingredient selection discussions

- Connects mildness with surfactant family choice

- Helps explain low-pH, sulfate-free cleanser design

- Useful for formulators comparing cleansing bases

## Concepts Ready for Launch Briefs

AminoWash™ can anchor multiple cleanser concepts where foam softness, mildness, and rinse feel matter. These concepts give brand teams clear product directions from one ingredient platform.

● Creamy Amino-Acid Facial Cleanser

● No-Tears Baby Hair & Body Wash

● Sulfate-Free Low-pH Face Wash

● Clear Gel Cleanser with Soft Foam

● Foam-Boosted Amino-Acid Cleanser

## Premium Positioning Customers Recognize

The source provides SK-II Facial Treatment Gentle Cleanser as an example product using Sodium Lauroyl Glutamate as a key foaming ingredient. This helps connect AminoWash™ to a premium facial cleanser positioning story.

- ✓ Example: prestige-style gentle facial cleanser
- ✓ Sodium Lauroyl Glutamate used as key foaming ingredient
- ✓ Supports premium amino-acid cleanser framing
- ✓ Reason to choose: mild story plus creamy foam

