

Modern Cleansers Need More Than Cleaning

Cleansing products now have to deliver foam, softness, comfort, and a less drying after-feel. Coco-Betaine helps formulators build wash systems that feel milder while still supporting consumer-friendly lather.

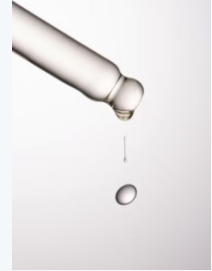
- Customer need: rich foam with less harsh sensory feel
- Ideal for daily-use facial, hair, body, hand, and baby cleansing concepts
- Strong fit for sulfate-free, coconut-derived, eco-positioned, and sensitive-skin lines
- Commercial role: improve the user experience of rinse-off formulas

A True Betaine for Milder Foam Systems

Coco-Betaine is a coconut-derived, true betaine surfactant for mild cleansing systems where foam quality, softness, and skin comfort matter. It is positioned as a less processed, more directly coconut-derived alternative to Cocamidopropyl Betaine.

INCI: COCO-BETAINE

True betaine, zwitterionic compound derived directly from coconut oil



Helps support mild cleansing, foam enhancement, and skin-conditioning feel

Designed for rinse-off systems that need a gentler product story

Five Benefits Customers Can Feel

Coco-Betaine helps improve the sensory side of cleansing formulas by supporting foam, softness, and a gentler after-feel. These benefits make it useful as a co-surfactant in modern rinse-off products.

● Mild cleansing support for sensitive skin, scalp, facial, and baby-wash concepts

⊖ Rich foam enhancement for shampoos, shower gels, body washes, and hand soaps

◻ Softer skin and hair feel through mild conditioning and moisturizing support

◻ Co-surfactant value: helps reduce harsh sensory feel in surfactant systems

⊕ Natural-origin story from coconut fatty acids

Build Better Lather Without Harshness

Coco-Betaine is especially valuable when used with other detergents or surfactants. It contributes strong foam-building performance while helping the overall cleanser feel softer and more comfortable.

- Best used as a co-surfactant rather than a stand-alone cleanser
- Source notes low cleaning efficiency on its own but strong bubble and foam creation
- Helps improve lather quality in sulfate-free and mild cleansing systems
- ◇ Supports a more comfortable post-wash sensory profile

Easy to Add Into Water-Based Cleansers

Coco-Betaine is supplied as a clear to light yellow transparent liquid and is soluble in water, making it straightforward to incorporate into rinse-off formulas. Practical processing guidance helps formulators adopt it without unnecessary complexity.

Recommended dosage: 15.00%

Use range: 0.10%–30.00%; general source guidance: 1–30%

- Add into the water phase
- Avoid heating above 80°C
- Avoid excessive spinning or stirring to limit bubbles during manufacture

Fits the Core Cleanser Portfolio

Coco-Betaine gives formulators one co-surfactant option that can support multiple rinse-off categories. This makes it useful for brands building a family of mild, foam-focused cleansing products.

Hair: shampoo, baby shampoo, sensitive-scalp cleansing

Face: mild facial cleanser and soft-foaming wash concepts

Body: body wash, shower gel, and liquid soap

Hands: foaming hand soap for frequent-use positioning

Platform fit: sulfate-free and coconut-derived cleanser systems

Evidence Supports Mild-Cleansing Positioning

Direct alkyl-betaine and betaine-family evidence helps formulators build a credible mildness story for Coco-Betaine cleanser concepts. The proof points support skin-comfort and reduced-irritation positioning.

Supports mild cleansing by showing coco-betaine was less irritating than SLS in human dermal testing and non-sensitizing up to 5%.
Citation: Burnett CL et al.

Supports anti-irritation cleanser positioning by showing soaps containing betaine were the least irritating in human skin testing.
Citation: Nicander I, Åberg P, and Ollmar S

Betaine Helps Mitigate Detergent Harshness

Additional in vivo and skin-testing evidence supports the broader story that betaine can help reduce irritation caused by detergents and SLS. This strengthens concept development for frequent-use and sensitive-skin cleansing lines.

Supports reduced-irritation cleanser claims by showing betaine reduced detergent-induced skin irritation assessed visually, histologically, by TEWL, and by bioengineering methods. Citation: Nicander I, Rantanen I, Rozell BL, Söderling E, and Ollmar S

Supports surfactant-harshness mitigation by showing betaine reduced SLS-induced irritation in human oral mucosa in vivo. Citation: Rantanen I et al.

Six Launchable Cleanser Concepts

Coco-Betaine can anchor multiple customer-ready cleanser stories, from sulfate-free hair care to frequent-use hand soap. Each concept uses the ingredient's foam, mildness, and softness benefits in a commercially familiar format.

□ Gentle Sulfate-Free Shampoo: daily-use, sensitive scalp, or natural-origin positioning

○ Sensitive Skin Body Wash: soft foam with a gentler after-feel

◇ Mild Facial Cleanser: low harshness and comfortable post-wash feel

○ Baby Shampoo or Baby Wash: mild surfactant-system concept for baby care

○ Foaming Hand Soap: improved foam abundance and skin feel for frequent washing

○ Natural Coconut-Derived Cleanser Line: true betaine story for naturally inspired ranges

Why Choose Coco-Betaine

Choose Coco-Betaine when a cleanser needs foam enhancement, a softer after-feel, and a coconut-derived mildness story. It gives formulators a practical co-surfactant for modern rinse-off products that need both performance and skin-comfort positioning.

Supports mild, sulfate-free, natural-origin, and sensitive-skin cleansing concepts

Improves foam quality and lather experience across rinse-off formats

Helps create softer skin and hair feel after cleansing

Easy water-phase incorporation with practical processing guidance

Backed by betaine-family evidence for mildness and irritation-reduction positioning