

## Delicate formulas need smarter preservation

Eye-area, wipe, deodorant, cleanser, and sensitive-skin products need preservation that protects the formula while keeping the finished product mild, clear, and low-odor.

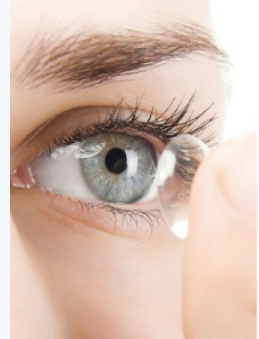
- Built for eye-area and sensitive-care positioning
- Supports baby wipes, face wipes, and gentle cleansers
- Useful where Phenoxyethanol-sensitive positioning matters
- Adds antimicrobial freshness value for deodorant and wipe formats



# Eye Preserved™ protects with a mild story

Eye Preserved™ is a water-soluble PHMB preservative solution for formulas that need broad germ-control support with low sensory impact.

- Clear, colorless to light yellow liquid
- Odorless, water-soluble, and non-greasy
- Originally developed for contact lens cleaner applications
- No formaldehyde-releasing preservative system



## Preservation plus freshness expands concept value

Beyond basic spoilage control, Eye Preserved™ helps support antimicrobial freshness stories in product types where odor-causing bacteria and cleansing performance matter.

Preservation support for water-based systems

Odor-causing bacteria control for deodorant concepts

Freshness support for body, face, and wet wipes

Antimicrobial positioning for gentle cleansing products

## Easy water-phase use lowers adoption friction

Eye Preserved™ is supplied as a 20% active solution that dissolves directly in water and fits many cosmetic formats when added at the final step.

- Use 0.5–1.5% for cosmetic preservation
- Use 1.0–1.5% for wet wipes or skin-cleansing use
- Recommended pH: 3.00–6.50
- Stable pH range: 3.00–8.00
- Add at the last step, preferably final water solution

## Broad format fit supports many launches

A single preservative platform can support eye-area, wipe, rinse-off, leave-on, color cosmetic, and hair-care development when the formula system is compatible.



Skin care: cream, lotion, clear gel, toner, mask, scrub



Cleansing: cleanser, liquid soap, bar soap at pH <7



Hair care: shampoo, conditioner, hair styling



Color cosmetics: eye shadow, foundation, primer, concealer



Lip and brush-on formats also supported

# Cationic compatibility needs smart system design

Because Eye Preserved™ is a cationic electrolyte, it works best when formulators plan the gelling, emulsifying, and viscosity system around compatible ingredients.

- Avoid anionic ingredients and anionic polymer systems
- Incompatible with Hyaluronic Acid, Xanthan Gum, Carbomer, and CM Glucan
- May soften creams or gels or make structures harder to build
- Add last, then adjust viscosity with Cream Maker or Gel Maker as needed

# Evidence backs antimicrobial skin positioning

PHMB-family research supports Eye Preserved™ as an antimicrobial preservative and skin-cleansing technology story, especially where formulators want germ-control credibility.

- Supports skin antiseptic positioning by showing topical polihexanide reduced resident skin flora and was locally tolerated. Citation: D. Egli-Gany et al.
- Supports antimicrobial wound-care relevance by showing a PHMB-containing foam dressing reduced bacterial burden and pain in chronic wounds. Citation: R. G. Sibbald et al.
- Supports broad-spectrum antimicrobial positioning through a PHMB wound-care review covering prevention and treatment of wound infection. Citation: M. G. Rippon et al.

## Proof points support freshness concepts

Additional PHMB-family evidence helps formulators position Eye Preserved™ around antimicrobial freshness, deodorant relevance, wipe cleansing, and sensitization-aware product design.

- Supports deodorant and skin-cleansing freshness by showing a polihexanide/betaine wound cleansing solution was well tolerated and helped absorb wound odour. Citation: M. Romanelli et al.
- Supports focused preservative positioning by reporting PHMB allergy relevance in cosmetics, wet wipes, and contact-lens products. Citation: T. Sukakul et al.
- Best customer story: preservative, antimicrobial, freshness, and antiseptic support rather than beautifying active claims

# Five launch concepts for formulators

Eye Preserved™ gives product developers a practical preservation route for mild-positioned water-based products and antimicrobial freshness concepts.



Sensitive Eye-Area Preserved Gel: clear gel or lightweight lotion

Baby-Wipe or Face-Wipe Freshness System: antimicrobial formula protection

Roll-On / Deodorant Antimicrobial Support: odor-causing bacteria control story

Sensitive-Skin Toner or Mask: Phenoxyethanol-sensitive positioning

Gentle Cleanser or Shampoo System: odorless water-soluble preservation

## Choose Eye Preserved™ for mild antimicrobial protection

For teams building sensitive-positioned cosmetics, wipes, deodorants, and cleansers, Eye Preserved™ offers a clear, odorless, water-soluble PHMB preservative story with practical technical support.

- Broad germ-control support in a low-sensory liquid
- Useful for eye-area, wipes, deodorants, and cleansers
- UV-resistant performance support from the source
- 24-month shelf life with room-temperature storage
- Microbial Challenge Test service supports finished-formula validation