



## FOCUS ITEMS

### SPECIALTIES

#### **Oxisense® F1100:**

- Softening agent, provides protection to fibers, leaving clothes softer and easier to iron. Additionally, it can partially replace cationic actives in the formulation, reducing irritability.

Produced from renewable sources, it has broad compatibility with other ingredients in fabric softener formulations, can be added at the beginning or end of the manufacturing process, and does not impact the fragrance of the final product. Used in regular fabric softeners, concentrated fabric softeners, and ironing aids.

#### **Glucosurf® 100 (Opportunities) (COUNTERFEITERS PLANTAREM 2000N UP BASF/GLUREPURE WET CLARIANT):**

- Non-ionic surfactant derived from sugar with broad compatibility, providing softness to the hands, increased foam height, and creaminess. It is an excellent product for soaps, dishwashing detergents, and vertical cleaning detergents.

Its high compatibility with all classes of surfactants (anionic, amphoteric, cationic, and other non-ionic) allows them to be used as primary surfactants or co-surfactants in a wide range of hygiene and personal care products, combining cleaning properties and good foam formation. FOCUS ON COUNTERTYPING

### **SURFACTANTS - Commodities**

- ULTRANEX NP 95
- BUTYL GLYCOL
- TRIETHANOLAMINE 85%
- ALKONAT 1618 C 30 P
- ALKONAT CE 200 F
- ULTRANEX NP 60
- ALKOPON CN
- MONOETHANOLAMINE (MEA)
- ETHYL DIGLYCOL
- ALKOPON N

# BUSINESS PLAN 2024

## HOME CARE

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### TOOLS

#### **Presentations:**

1. Oxiteno MCassab Portfolio
2. Oxiteno MCassab HC trends Webinar
3. Glucosurf 100 Oxiteno
4. Oxisense F1100 Oxiteno

#### **Prototypes:**

1. Clothing Ironing Facilitator Code HH 1.170123.ctd (Oxisense® F 1100)
2. Clear Fabric Softener Code HH 1.040423.ctd (Oxisense® F 1100)
3. Regular Natural Fabric Softener Code HH 3.180423.ctd (Oxisense® F 1100)
4. Fabric Softener Spray - HH 1.310723.ctd (Oxisense® F1100)
5. Laundry Detergent 2X1 - HH 1.280423.ctd (Oxisense® F1100 and Glucosurf® 100)
6. Liquid Dishwashing Detergent - HH 2.110123.ctd (Glucosurf® 100)
7. Abrasive Degreasing Gel - HH 1.310123.ctd (Glucosurf® 100)
8. Wash and Wax - HH 1.041223.ctd (Glucosurf® 100)
9. No-rinse Cleaner - HH 2.030323.ctd (Glucosurf® 100)

### SALES TEAM FOCUS

- \* Fabric Softeners
- \* Home Cleaners
- \* Institucional & Industrial