

LANXESS

Energizing Chemistry



BUSINESS PLAN 2024

PERSONAL CARE



COMMERCIAL TEAM FOCUS ITEMS

Kalama® Sodium Benzoate/ Purox® S: Preservative

Kalama® Benzyl Alcohol: Preservative

Purox® B Food/ Pharma: Preservative

pH range for preservative use: up to 6.0.

With preservative booster (0.25% EDTA Na₂;

0.25% Caprylyl Glycol, Sodium Gluconate, the pH range can reach up to 6.5-7.0).

Recommended Use Level | *Nível recomendado*

Sodium Gluconate <i>Gluconato de sódio</i>	EDTA	Caprylyl Glycol <i>Caprilil glicol</i>
0,25% up to pH 6,5	0,25% up to pH 6,5	0,25% up to pH 5,5 0,50% up to pH 6,5

TOOLS:

Presentations:

Technical Material Emerald Kalama

Prototypes:

Several prototypes containing the application of these preservative systems. Requesting the CTD if specific prototypes are needed.

SALES TEAM FOCUS

1. Counterfeiting
2. Hair
3. PET Line
4. Vegan/Natural
5. Children's Line