



BUSINESS PLAN 2024

HOME CARE



FOCUS ITEMS

ACTIZONE F5 CONC:

. It is a Novecare patent for a product with long-lasting antimicrobial action - 24h and cleaner at the same time. Concentrated product that should be diluted 6 times for application. Acts against a wide range of microorganisms (viruses, bacteria, and fungi). All efficacy tests and 24-hour efficacy assurance are EPA-approved.

Note: in the Home Care market, there is nothing with the same properties. The professional market exploited this false claim of long-lasting effectiveness during the pandemic without providing substantiated tests.

Fentacare 1631 E 50 BR:

. Cationic surfactant (Cetyl Triethyl Ammonium Chloride - CTAC 50%). Preservative-free product, completely soluble in water without requiring heating. Applied in fabric softeners, it acts as a conditioning and antistatic agent.

Fentacare TEP 88:

. Cationic surfactant (Esterquat), available in the form of a paste that melts at 38 °C.

It is a completely plant-based product, considered biodegradable, however it is flammable. It is applied in fabric softeners for cold manufacturing processes.

Rheomer 33T:

. It is an acrylate polymer that acts as a rheology modifier at low concentrations and suspension stabilizer agent. It is present in liquid form, so it can be easily incorporated into aqueous solutions without the need for heating.

Rheozan SH:

. It is a natural polymer of galactose and glucose (succinoglycan) that acts as a rheological modifier, promoting viscosity donation. 100% natural and biodegradable alternative to acrylic thickeners, also applicable at extremely acidic pH levels (pH 0.5). Allows the stabilization of emulsions with little or no emulsifier. It has COSMOS certification.

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TOOLS

Presentations:

1. Novecare Brochure ACTIZONE F5 CONC
2. Novecare Brochure RHEOMER 33T
3. Novecare Statement ACTIZONE F5 CONC
4. Novecare Teaser ACTIZONE F5 CONC
5. Cationic Surfactants

Prototypes:

1. Disinfectant 24h Institutional Code HH 1.250423.ctd (Actizone F5)
2. Disinfectant 24h Household Code HH 1.180423.ctd (Actizone F5)
3. Concentrated Natural Fabric Softener Code HH 2.261223.ctd (Fentacare TEP 88)
4. Regular Natural Fabric Softener Code HH 1.261223.ctd (Fentacare TEP 88)
5. Natural Fabric Softener Code HH 3.180423.ctd (Fentacare TEP 88)
6. Metal Acid Cleaner Code HH 2.180423.ctd (Rheozan SH)
7. Clothing Ironing Facilitator Code HH 1.170123.ctd (Fentacare 1631E 50)
8. Sheet Water Code HH 1.231123.ctd (Fentacare 1631 E50)

SALES TEAM FOCUS

- Fabric Softeners
- Disinfectant with long-lasting effect
- Suspension agents
- Thickening with acrylics and naturals

COUNTERTYPING

Commercial Name	Chemical name
Fentacare TEP 88	Esterquat 90
Fentacare 1631 E50 BR	Cetrimonium chloride 50% Cetyl trimethyl ammonium chloride CTAC