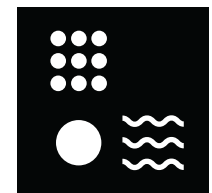


Kao

IN-COSMETICS 2025

Kao Chemicals Europe
Booth n. 2B50



Amsterdam
8-10 April

PRESS KIT





Bringing new value to chemicals, Kao Chemicals Europe is a subsidiary of Kao international group.

We are a leading manufacturer in the fields of hygiene, beauty and health, while our chemical business contributes to the development of diverse industries.

Kao employs about 33,000 people worldwide and has 130 years of history in innovation, our mission is to enrich the lives of people globally and contribute to the sustainability of the world. The Chemical Business offers an array of products including oleo chemicals and derivatives, surfactants, high-performance polymers, and fragrances. A company fully focused on satisfying the needs of our customers, first, and the society we are part of, secondly.

Kao is environmentally committed and invests continually in improvements to relieve any impact resulting of our products or our manufacturing processes. We are moving toward the sustainable growth of society and industry, aligned with the values of our customers.



KAO AT GLOBAL IN-COSMETICS 2025

On **April 8th-10th In-cosmetics** global exhibit takes place in Amsterdam and Kao will be present at **booth n. 2B50**.

In-cosmetics is the exhibition that brings together personal care ingredients suppliers with finished products manufacturers. It is the meeting point of the industry and celebrates annually a global meeting as well regional break-outs plus virtual events.

We will be delighted to see you in our stand and present to you, directly, our latest releases:

DANOX SLL and DANOX LS-38

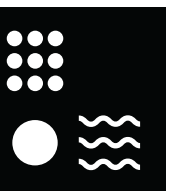
AKYPO SUGAR LM-42

THE GENTLE CLEANSING KIT

SUN CARE

SKIN CARE

**FRAGRANCES | THE EXTRAORDINARY
UNKNOWN COLLECTION**



DANOX SLL & DANOX LS-38

Simplicity and effectiveness, perfectly blended

Kao releases DANOX SLL & DANOX LS-38: Surfactant blends to achieve eco-friendly efficiency and superior results with easy-to-handle products.

As consumer demand for eco-conscious and gentle personal care solutions grows, formulators are seeking sustainable, high-performance ingredients that align with evolving market needs.

In response, Kao introduces DANOX SLL & DANOX LS-38, surfactant blends that deliver mild yet effective cleansing, exceptional foaming properties, and sustainability-driven formulation advantages.

A New Standard in Mild & Sustainable Cleansing

DANOX SLL & DANOX LS-38 are liquid blends of semi-solid anionic and amphoteric surfactants developed to facilitate cold-process formulations. With high Natural Origin Index (NOI), they align with clean beauty trends while maintaining high performance.

These solutions offer efficient cleansing, superior lathering, and extremely mild properties, making them ideal for:

- Shampoos
- Body washes
- Face cleansers
- Baby care products

What Makes DANOX SLL & DANOX LS-38 Special?

- Ready to use – simplifying formulation processes
- Cold processable – reducing energy consumption
- Sulphate-Free & EO-Free – meeting modern formulation standards

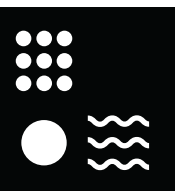
Superior Performance with Technical Innovation

DANOX SLL & DANOX LS-38 offer improved handling compared to semi-solid lactylate and sulfosuccinate surfactants, making them easier to incorporate into formulations.

- **DANOX SLL** has been optimized to provide luxurious foam and dermal protection, elevating the sensory experience.
- **DANOX SL-38** has been designed to deliver excellent foam properties and a mild, gentle cleansing experience, making it ideal for the whole family. Suitable for cold showers.



[Learn more](#)



AKYPO SUGAR LM 42

Mild, natural and versatile surfactant with superior foam

Trends in Personal Care come and go, but there is one trend that will never go away: mild cleansing ingredients. In addition, it is essential to have a good environmental profile and to meet consumer requirements like Sulfate-Free, PEG-Free, highly natural and COSMOS. If we furthermore include a highly performing surfactant, then we can ensure a successful formulation development.

AKYPO SUGAR LM 42 (INCI: Sodium Lauryl Glucose Carboxylate, Lauryl Glucoside) is the latest anionic surfactant launched by Kao Chemicals Europe. Offers efficient cleansing, excellent lathering, and extremely mild properties to hair, skin and eyes.

This new Kao product offers, as well, an excellent environmental profile and high performing properties for Personal Care, fulfilling with COSMOS certifications.

It provides outstanding mildness for skin and hair, and good lathering, which makes it ideal to formulate shampoos, body washes, facial cleansers, and baby care products. Additionally, it has a low dependency on pH, which allows it to maintain good transparency, foaming, and easy thickening properties even at acidic pH levels.

The combination of these properties makes AKYPO SUGAR LM 42 an excellent choice to successfully develop Sulfate-Free formulations, even if it is used as primary or secondary surfactant.

Main characteristics:

- 96% Natural Origin Content (ISO 16128)
- Readily biodegradable
- COSMOS approved
- Non aquatic toxicity
- Sulfate and EO free



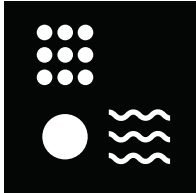
Main features

- High performance surfactant
- Extremely mild to skin and eyes
- High foam profile in formulation
- Easily thickened with natural thickeners
- Wide pH range stability
- Primary or secondary surfactant

Main applications

- Shampoo
- BodyWash
- Face Cleanser

[Learn more](#)



THE GENTLE CLEANSING KIT

Make it easy, make it mild

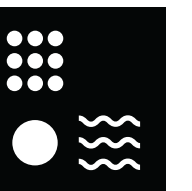
Kao is committed to providing mild, high-performance ingredients that are both sustainable and efficient. Our ingredients are also designed for easy incorporation into formulations through a cold process, reducing energy consumption during manufacturing. This approach not only simplifies the production process, but also aligns with the creation of gentle, environmentally friendly consumer products.

This kit has been designed based on gentle and skin-friendly cleansing surfactants that can be incorporated through cold processes, reducing energy consumption and environmental impact during its manufacturing. The formulations provide optimal properties as well as maximizing naturality and ensuring good eco-toxicological profile.

- **C-364 Dermo Protection Body Wash:** Sophisticated simplicity formula. It contains prebiotics to keep skin healthy, soft and beautiful.
- **C-365 Beauty Family Shampoo:** Mild and gentle formula that provides pleasant foam for all family members. Suitable for cold showers, easy to rinse-off
- **C-366 Natural Scalp Caring Shampoo:** Mild and gentle formula to protect the scalp care. All ingredients are cosmos certified.
- **C-367 2-in-1 Daily Cleanser and Makeup Remover:** Lifts away make-up as it cleanses the skin.



[Learn more](#)



SUN CARE

Solubilizer and Emulsifier

Sensoriality is a key factor in sunscreen products, as they must be applied several successive times to ensure effectiveness. To formulate a nice sensorial sunscreen product is not an easy task. In addition, sunscreens must be designed not only focusing on skin protection and water resistance, but also considering the human health impact of cosmetics and environmental aspects such as the prevention of ocean pollution by using safe ingredients.

Sunscreens are mostly formulated as emulsions (creams and lotions) that incorporate UV-filters. Water-in-Oil (W/O) sunscreen emulsions are characterized by difficult skin adsorption and sometimes also a heavy unpleasant feeling. In order to overcome these formulation challenges, Kao proposes the use of two specific ingredients: EXCEPARL LM-LC (Lauryl Lactate) as a solubilizer for UV-filters with high solubility capacity and a low whitening effect, and PENETOL GE-IS (Isostearyl Glyceryl Ether) as an emulsifier that forms liquid crystals in W/O emulsions with a higher internal phase content, affording a lighter and non-oily feel of the skin.

The use of EXCEPARL LM-LC (Lauryl Lactate) and PENETOL GE-IS (Isostearyl Glyceryl Ether) in the re-designed sunscreen formulations have overcome some of the formulation challenges with a view to developing eco- sustainable sunscreens.

EXCEPARL LM-LC: Natural solubilizer and dispersing agent of UV-filters

EXCEPARL LM-LC (Lauryl Lactate) is a natural emollient with a light and pleasant feeling. It is an excellent solubilization agent of organic UV-filters, showing dispersing properties of inorganic UV-filters as well.

Main characteristics:

- Clear colourless liquid at RT
 - 100% active matter
 - Odourless and colourless
- NOC (Natural origin content): 100% (ISO 16128) NATRUE-certified



PENETOL GE-IS : Emulsifier for W/O emulsions with high water content

PENETOL GE-IS (Isostearyl Glyceryl Ether) is an emulsifier of low HLB specially designed to avoid a sticky and greasy feeling of for W/O emulsions. It stabilizes W/O emulsions with high water content (> 74%) due to the formation of reversed hexagonal liquid crystals phases around the water droplets which guarantees the emulsion stability.

The fluidity and dynamism of this meshwork contributes to a fresh and light sensorial property upon application on the skin.

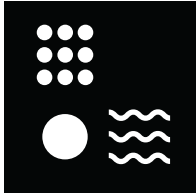
Main characteristics:

- Colourless to pale yellow liquid at RT
- 100% active matter
- HLB value: 2
- NOC (Natural origin content): 86% (ISO 16128)

Main application properties

- Non-greasy feeling
- Cold processable
- Allows to formulate emulsions with high sun protection factor
- Co-Emulsifier is not needed to formulate stable W/O emulsions
- Recommended use percentage: 0.5 to 10%

[Learn more](#)



SKIN CARE

Emollients and Emulsifiers

Kao Chemicals provides a wide range of products from its Skin Care business area. Beauty products dedicated to skin care are key to keep the largest part of our bodies healthy and hydrated.

Skin is our best ally protecting us from the environment. Cosmetics help us to keep this barrier in perfect conditions: strong, healthy and moisturized. Kao Chemicals works continuously to offer our customers and final users the most appropriate, innovative and environmentally friendly solutions to ensure we take care of our skin as it deserves and requires.

Surfactants are a fundamental part of skin cosmetics for the role they play in the formulas: emulsifications, dispersing, solubilization, moisturizing and cleansing. Kao Chemicals product range comprises:

EMULSIFIERS

Emulsifiers ensure the stability of an emulsion and are key to the texture, skin feel, and application properties of each formula. Kao Chemicals offer:

- Non-ionic emulsifiers. Are the most widely used emulsifiers, it is recommended to blend a low and a high HLB emulsifier. It's most valuable property is they avoid any greasy feeling when cosmetic is applied.
- Anionic emulsifiers. The combination of anionic emulsifiers with non-ionic emulsifiers improves the stability of O/W (Oil in Water) emulsions. As well, offer perfect compatibility with all kind of ingredients and easy to apply colorant at the formula.
- Cationic emulsifiers. Offer stability, aesthetic performance and a unique sensory profile for non greasy and soft textures, boosting moisture. The use of cationic emulsifiers is on the rise as their properties are highly appreciated by end users.

EMOLLIENTS

Emollients are the ingredients that provide the final finishing to any formula. Their properties oiliness, absorbance or spreadability- are key to define final application and desired feeling.

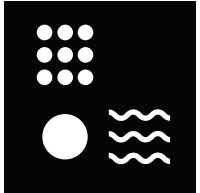
ACTIVE INGREDIENT

This biomimetic skin lipid is key to maintain skin moisture. It is used, specially, for dry skin treatment and dry skin recovery. A correct moisture improves skin barrier function and elasticity.

Kao's commitment to innovation, creativity and sustainability, pave the way to a new way forward in the global cosmetics industry.



[Learn more](#)





Fragrance Collection

Discover the Extraordinary Unknown

Experience The Extraordinary Unknown, a fragrance collection inspired by rare and exotic ingredients. Our perfumers have crafted five unique fruity scents, each capturing the richness and diversity of landscapes around the world:

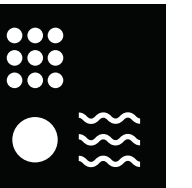
- **Lucuma (Peru)** – A tribute to the golden treasure of the Andes, offering a creamy, gourmand scent.
- **Kakadu Plum (Australia)** – A vibrant floral infusion, bursting with the sparkling freshness of this rare superfruit.
- **Mangosteen (Asia)** – An exotic blend that harmonizes sweet and tangy fruity facets.
- **Kiwano (Africa)** – An intriguing fusion of aquatic fruits and green notes, evoking the mystique of arid deserts.
- **Cloudberry (Northern Europe)** – A delicate fragrance, reminiscent of wild berries and the crisp purity of Arctic mornings.

Beyond fruity richness, our perfumers have also composed three exquisite fine fragrances, inspired by some of the world's rarest blooms:

- **Jade Vine** – Fresh elegance with an ethereal touch.
- **Bird of Paradise** – Exotic luxury in its most vibrant form.
- **Shivalinga Flower** – Warm sensuality with a hypnotic allure.

Let yourself be carried away by this unique collection and discover the art of the unknown.

[Learn more](#)

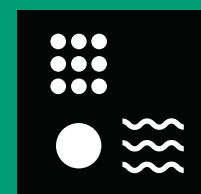


IN-COSMETICS 2025

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For requests and further info about
our products, please contact us at
www.kaochemicals-eu.com

Media inquiries should be directed
to: Kao Chemicals Europe, S.L.U.
marketing@kao.es



 Amsterdam
8-10 April

