

Geropon® T77 PC MB

A key surfactant to build viscosity of sulfate-free formulations

Geropon® T-77 PC MB is an anionic surfactant, Sodium Methyl Oleyl Taurate. On top of producing a dense and creamy lather in liquid skin/hair cleanser, it has a very good viscosity response in mild formulations. So it's a key surfactant for formulators to help them building chassis without sulfated surfactants answering consumer requests of having mild/respectful formulas.

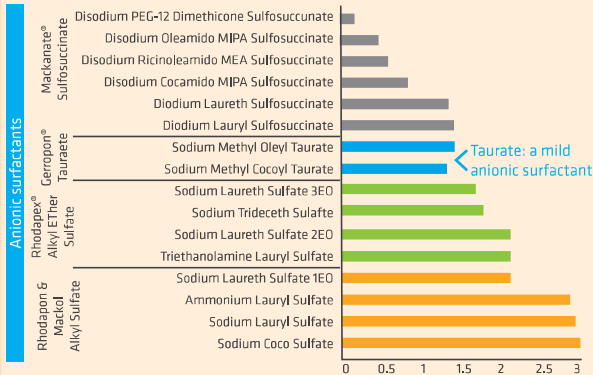
Key features

- Provides dense and creamy foam
- Easy to process
- High viscosity response in cleansing formulations
- Allows to build mild formulations with good balance of foam and viscosity
- Preservative-free

INCI name: Sodium Methyl Oleyl Taurate

A mild anionic surfactant to bring rich foaming with desirable skin feel

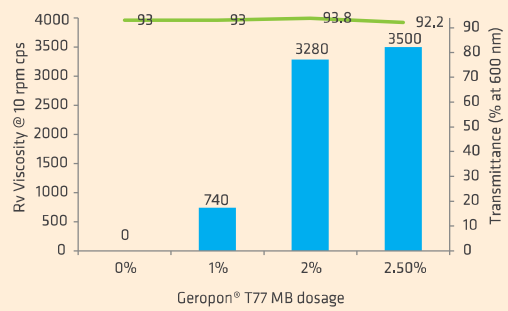
RESPECT
Sulfate-free, mildness claims has never been so **STRONG**



ZIN TEST
pH 4, 1% surfactant solution

Aids to build viscosity and improve foam quality

Geropon® T77 PC MB is able to thicken challenging formulations like oil-infused shampoos. It can also be used for the thickening of sulfate-free formulations



Chassis: SLS/SLES/Cocamidopropyl hydroxysultaine

A very good viscosity response

Geropon® T77 PC MB generates a very high viscosity vs a classic surfactant Methyl Cocoyl Taurate

