



CLEAN BEAUTY COSMETICS WITH MICROCARE® QUAT EQG

The consumer is demanding products that are not only good for them but are also good socially and environmentally. At the same time, there is a drive toward greater ingredient transparency and simplicity. The clean beauty trend describes the 4 key pillars to achieve this as: **safety, sustainability, ethics and transparency.**

Clean also refers to products and brands that showcase a concerted effort to manufacture more consciously, whether this be through recycled packaging or sustainable ingredients.

Microcare® Quat EQG

A real multifunctional ingredient for Clean Beauty formulations

Microcare® Quat EQG is a green ester quat, environmentally friendly and with a good toxicological profile. It is a multifunctional solution to formulate highly effective cosmetic products which works as a conditioning booster providing a smooth after feel. In emulsions, it enhances the sensory properties leaving the skin with a powdery feel. Its cationic nature allows the formation of a substantive layer to enhance skin moisturisation.

Microcare® Quat EQG has excellent emulsifying properties. At 5% it works as a primary emulsifier stabilising the emulsion throughout all stability tests and being able to emulsify and stabilise up to 50% of the oil phase.

In addition to its powerful emulsifying properties, as a multifunctional ingredient, it provides an effective moisturising effect and an extremely smooth after feel to skin care products. Therefore, with **Microcare® Quat EQG** we cover the function of several ingredients, creating a more simplified and clearer formulation, as well as reducing the cost of the final product.

Clean Beauty & Moist Body Lotion

This **Moist & Go Body Lotion** is a clean, cost-effective and highly moisturising beauty formulation, designed to be applied directly to the skin to rebalance moisture levels after sun exposure or even after showering, when we need to give a quick boost of hydration to our skin.



Why we love it

It feels GREAT on the skin, soft and light upon application. It only takes a few seconds to be absorbed, perfect for feeling hydrated and ready to go.

Key formulation performance benefits

- Clean formulation: 90% water, highly effective with few ingredients
- Smooth, fast-absorbing moisturisation
- Non-greasy finish
- Apply, dress & go!
- ISO16128: more than 97% of natural ingredients

Ref. 179-1.72 - **Moist & Go Body Lotion** with Microcare® Quat EQG

PHASE	INGREDIENT	FUNCTION	% W/W
A	Aqua	Solvent	QS
	Disodium EDTA	Chelating agent	0,10
	Caprylic/Capric Triglyceride	Emollient	5,00
B	Microcare® Quat EQG	Multifunctional active	5,00
	<i>Dipalmitoylethyl Dimonium Chloride, Cetearyl Alcohol, Glycerin</i>		
	Microcare® Emollient APHX Phenylpropanol, 1,2-Hexanediol	Preservative	1,00
C	NaOH (10%)	pH adjuster	QS pH=4,5-5,0

Ref. 179-1.75 - **Moist & Go Body Lotion** without Microcare® Quat EQG

PHASE	INGREDIENT	FUNCTION	% W/W
A	Aqua	Solvent	QS
	Disodium EDTA	Chelating agent	0,10
	Caprylic/Capric Triglyceride	Emollient	5,00
B	<i>Cetearyl Alcohol</i>	Emulsifier	4,00
	<i>Steareth-21</i>	Emulsifier	1,00
	Microcare® Emollient APHX Phenylpropanol, 1,2-Hexanediol	Preservative	1,00
C	Lactic acid (90%)	pH adjuster	QS pH=4,5-5,0

Proven Efficacy

Stability Testing

Microcare® Quat EQG is a powerful primary emulsifier allowing stable formulations over a wide pH range. We can achieve good stability with only 10% of oil phase in a simple formulation containing 5% **Microcare® Quat EQG**.

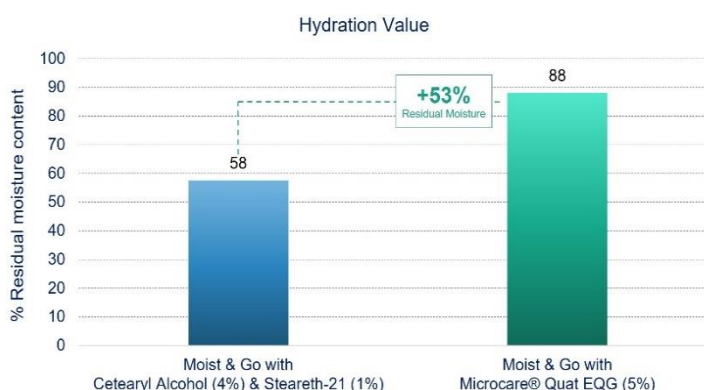
Tested Formulation	pH	Emulsion Stability		
		2 Weeks RT	2 Weeks 40°C	4 Weeks RT
Moist & Go with Microcare® Quat EQG (5%)	4,73	Pass	Pass	Pass

Moisturisation Booster

Moist & Go Body Lotion formulation with **Microcare® Quat EQG** provides a +53% boost of residual moisture compared with the same formulation with the classical emulsifiers used in the market. Thanks to its cationic nature it forms a substantive layer that enhances skin moisturisation.

Instrumental test:

Multi Skin Center® MC 750 corneometer, moisturising test. THOR Method: MP-01-V1



Conclusions

Microcare® Quat EQG is a green, environmentally friendly ester quat with a good toxicological profile. As a multifunctional solution for cosmetic products, it has excellent emulsifying properties, capable of creating stable formulations with a high aqueous phase content, while improving the sensory profile and enhancing skin moisturisation in all kinds of skin care products.