

ABSTRACT

PRESENTER: Seren Frantz

COMPANY: Lubrizol

JOB TITLE: Senior Scientist

Podium Title: *Maintaining Active Substantivity after Rinsing from Cleansing Solutions*

Abstract

It is well known in the personal care industry that it is a challenge to get efficient deposition from rinse off products. Most of these actives end up washing down the drain during cleansing. The surfactants that help to clean our skin can also wash away any benefit or performance ingredients (actives) that are contained in these formulations. By creating a unique deposition solution we answer two key benefits at the same time in rinse off cleansers – maintaining deposition after washing and stability. Three different methods were used to validate the active deposition: a red dye test, ATR-FTIR analysis, and GC analysis. The performance of this unique deposition technology can be modified through formulation conditions. We can obtain a cleansing product that delivers and maintains high levels of actives at the same time as it stabilizes insoluble actives within the system.

Conclusion

The performance of this unique deposition technology can be modified through formulation conditions. We can obtain a cleansing product that delivers and maintains high levels of actives at the same time as it stabilizes insoluble actives within the system.

Why is this important to the industry?

Continuing to push the envelope on deposition from rinse-off cleansers gives multiple benefits to the personal care industry. It allows cleansers to deliver more functionality and it could lead to more sustainable solutions by optimizing the delivery of actives from cleansers and thereby reducing waste.



Seren Frantz is an R&D scientist in the Skin Cleansing Application group of Lubrizol Advanced Materials, Lubrizol Life Science Beauty. She works on the development of novel cleansing systems and optimizing the development of new materials for the personal care industry. In her 20+ years in the personal care industry, she has worked in all three segments of the personal care supply chain to get formulations into consumers hands. She started off her career as a raw material supplier in Albright & Wilson/Rhodia studying unique combinations of surfactants and polymers in cleansing and moisturizing systems, including the Lamellar

Liquid Crystals (or structured liquids) development platform. She has also held positions in contract manufacturing (Tri-Tech Labs) and finished goods houses (Beauti-Control, Vi-Jon, KAO) to develop formulations sold directly to consumers. Seren received a Bachelor's degree in Chemistry and Mathematics from the College of William & Mary.