



EUR-AMID CM

performance at
low dosage

PRODUCT DESCRIPTION

Eur-Amid CM is a mild nonionic surfactant used at extremely low dosage level for its excellent foam boosting and its superior viscosity build-up properties in a wide range of cleansing personal care products and detergents.



INCI NAME Cocamide MEA

BENEFITS

- Mildness
- Foam boosting and stabilization
- Superior viscosity build-up properties
- Formulation stability
- Refattening agent
- Effective at low dosage level

APPLICATIONS

Personal care

- shower gels
- shaving products
- shampoos
- hair treatments
- hand soaps



Home care

- dish washing liquids
- toilet blocks

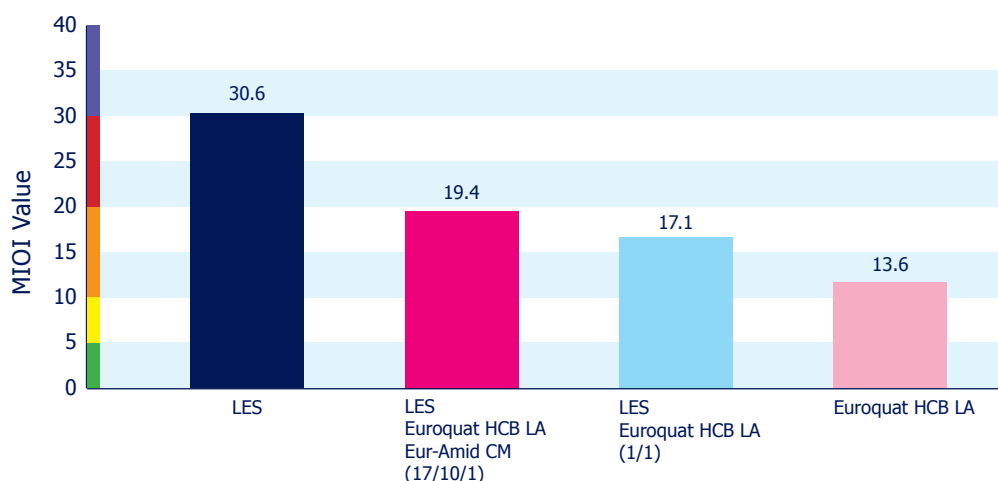
PROPERTIES



MILDNESS

The Red Blood Cell (RBC) tests illustrate that Eur-Amid CM in combination with Cocamidopropyl Betaine reduces the potential eye irritancy of Sodium Laureth Sulfate. Results are expressed as Mean Indices of Ocular Irritation (MIOI value).

RBC test results



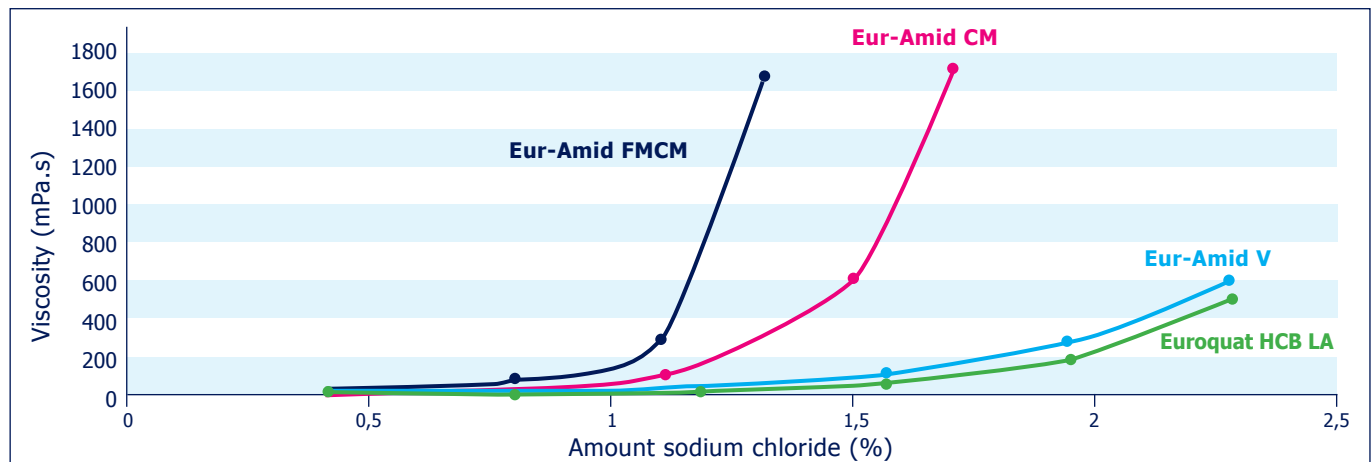
Mean Indices of Ocular Irritation (MIOI value)

- MIOI > 30
Very irritant
- 20 < MIOI < 30
Irritant
- 10 < MIOI < 20
Light irritant
- 5 < MIOI < 10
Very light irritant
- MIOI < 5
Non irritant

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VISCOSITY BUILDING PROPERTIES

Eur-Amid CM shows outstanding viscosity build-up properties in a basic formulation containing Sodium Laureth Sulfate (12.3% active) and a co-surfactant (1.7% active).



The excellent thickening capacity of Eur-Amid CM allows reduction of raw material dosage whilst keeping similar performance as illustrated by following interchangeable recipes:

FORMULA 1

INGREDIENT	% w/w
Water	66.6
LES28	21.0
Euroquat HCB LA	12.4

FORMULA 2

INGREDIENT	% w/w
Water	66.6
LES28	21.0
Euroquat HCB LA	8.0
Eur-Amid CM	0.6

GUIDE FORMULATIONS



Hydrating and relaxing shower gel Ref 1937-09A		
INGREDIENT	INCI DESCRIPTION	% w/w
Water	Aqua	57.6
Eur-Amid CM	Cocamide MEA	1.3
LES28	Sodium Laureth Sulfate	24.0
Euroquat HCB LA	Cocamidopropyl Betaine	14.5
Glycerin	Glycerin	1.2
Polyquaternium-7	Polyquaternium-7	1.0
Tetrasodium EDTA	Tetrasodium EDTA	0.2
Pomegranate extract	Punica Granatum Extract	0.2
Citric acid	Citric Acid	Qs to pH 5.5
Sodium chloride	Sodium Chloride	Qs to 11000 mPa.s

Toilet block ocean blue Ref 1387-08A		
INGREDIENT	INCI DESCRIPTION	% w/w
Eur-Amid FMCM	Cocamide MEA	7.0
SLS	Sodium Lauryl Sulfate	25.0
PEG-25 Cetyl/Stearyl Ether	Ceteareth-25	17.0
Sodium citrate	Sodium Citrate	4.0
Sodium sulfate	Sodium Sulfate	43.0
Fragrance	-	4.0



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