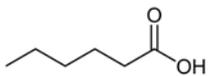
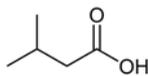


Sinodor[®]

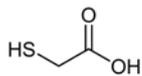
Active against underarm and feet malodours



Hexanoic Acid

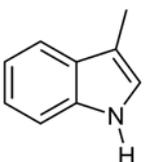


Isovaleric acid

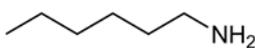


Thioglycolic Acid

and body malodours



Skatole



Hexylamine

Odourless control of malodours Wide action spectrum Neutralize formula base odours

Sinodor[®] is effective at neutralizing odours while having no discernible odour itself. It works in bonding with odour volatile components. It is both effective for body odour control and in products aimed at neutralizing environmental odours (e.g. tobacco or cooking). It can also be incorporated in any formulation to reduce the smell of a base.

Consumer claims

Fragrance-free formula
Fragrance-free deodorant
Forget tobacco smell on hair
Get rid of cooking smells on hands

INCI

Citronellyl Methylcrotonate

Appearance

Clear liquid odourless

Dosage

0.2-1%

Formulation

-

in-vitro efficacy

Sinodor® reduces fatty acid malodours of formula bases

Odour strength reduced by 30% on average with addition of 1% Sinodor®

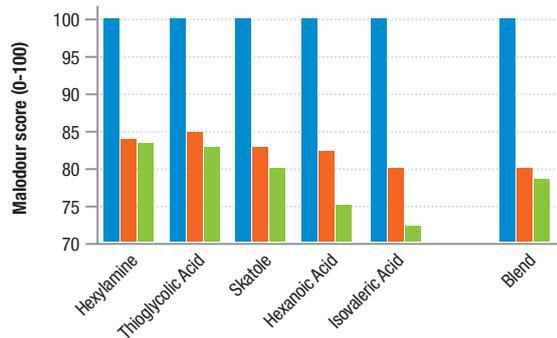
Assessment of unsaturated fatty acids odour (combination of oleic, linoleic & linolenic acids), emulsion base compared to addition of Sinodor® at 1%, odour assessment by a panel of experts, scale 1 to 10.

in-vivo efficacy

Sinodor® reduces all types of body malodours

Expert panel test on malodour concentrates

Sinodor® contributes a 5% malodour reduction on average up to 11% for Isovaleric acid



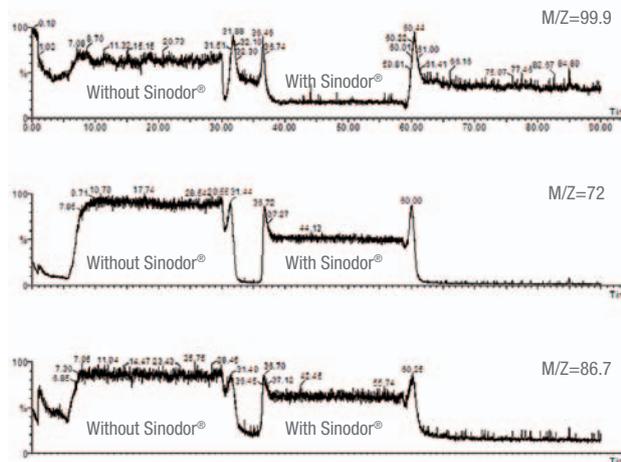
Assessment of malodour mixtures by 15 highly trained panellists in odour intensity, ranking odour from 0 to 100, comparison of Isovaleric, Hexanoic and Thioglycolic acids (feet & underarms odour), Skatole and Hexylamine (body odour), and the mixture of all.

■ Concentrate
■ 50% dilution in DEP
■ 50% dilution in Sinodor®

Sinodor® reduces significantly thiols malodour from perm treatments

Instrumental test on permed hair

The 3 typical ammonium thioglycolate ions are reduced by 30% on average

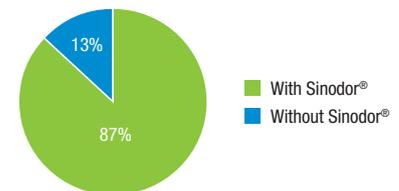


Hair swatches treated with commercial perm product (ammonium thioglycolate) then washed with 0.5% Sinodor® shampoo.

Measure of relative abundance of 3 main thioglycolate ions by headspace mass spectrometry.

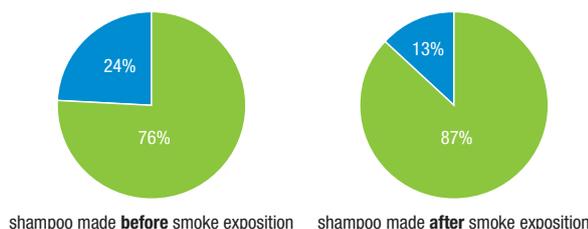
Then assesment of swatches with lowest malodour by a non-expert panel of 30 volunteers.

Panel test for best malodour reduction



Sinodor® in shampoo reduces significantly smoke odour on hair, whether shampoo is used before or after exposure

Panel test for best malodour reduction



Hair swatches exposed to cigarette smoke, washed with shampoo 0.5% Sinodor® before or after exposure to smoke, assesment of swatches with lowest malodour by 25 volunteers.

■ With Sinodor®
■ Without Sinodor®

IMPORTANT FOR YOUR PROTECTION

The information and recommendations contained herein are to the best of our knowledge reliable. However, nothing herein is to be construed as a warranty or representation in respect of safety in use, suitability, efficacy or otherwise, including freedom from patent infringement. Users should make their own tests for their particular purpose. We cannot accept any liability for any loss, damage or infringement arising from the use of the information and recommendation contained herein.