

In the range of derivatives from olive oil studied and produced by B&T, there is a watersoluble olive oil which has important peculiarities. **OLIVEM 300 is a watersoluble functional lipid. The product is able to give strong emolliency and mildness** to any formulation. It is added due to its origin from olive oil: in fact it contains quite a high amount of fats of natural origin that, deriving from olive oil, perform a particular and soft skin feel. Thanks to its origin from olive oil, that among all natural oils is the most similar to human sebum, **OLIVEM 300 performs a very high skin compatibility.** This leads to a very strong emolliency power, together with a very safe action on our skin. Our skin, in fact, is somehow protected from delipidification due to aggressive cleansing by the rebuilding of the hydro-lipidic film of our skin, which is particularly high with OLIVEM 300 for it contains quite a high content of natural fats similar to the ones typical of our skin.

THE NEW IMPORTANT CHARACTERISTICS OF OLIVEM 300

- ✓ The emollient and lubricant peculiarities of olive oil promote an enriching effect which is very appreciated in shampoos, toiletries and personal care formulations, leaving a peculiar after use feel on the skin.
- ✓ It reduces the irritating action of the compounds of surfactant system.
- ✓ When enclosed in toiletries formulations, it does not reduce the foaming activity of the other surfactants.
- ✓ In shampoos, foam baths and toiletries, it usually reveals a thickening action, and it does not reduce the viscosity of the formulations.
- ✓ It is endowed with a good solubilizing power
- ✓ Because of its good skin and eye compliance, it can be used as an oily compound that allows the absorption of lipophilic active principles in bath and massage formulations.
- ✓ It has wetting and moisturizing properties.
- ✓ It may be also easily included in soap bars, where it performs a remarkable increase in the emolliency of the bar itself, lowering the aggressive action of the soap on our skin.
- ✓ It is also recommended for bath oils, thanks to its lubricant and enriching properties.
- ✓ Is very important to observe how it may also be exploited as a multifunctional ingredient. In fact, due to its chemical structure, its emolliency and compatibility to our skin, the lipidic fraction is very important in order to ensure proper hydration, but no stickiness nor greasiness to our skin. not only acts as a lipidic component



OLIVEM®300

INCI: OLIVE OIL PEG-7 ESTERS

extremely highly skin compliant due to its origin from olive, containing an important lipophilic part from olive as well.

SAFETY AND NO TOXICITY

Skin irritation has been tested both on human volunteers (Schwartz's PATCH TEST) and in vitro (Red Blood Cell Test). OLIVEM 300, such as all B&T products, has not been tested on animals, according to the new trend of cosmetic products.

Considering the chemical similarity of OLIVEM 300 with some compounds that have been largely tested in the past, the existing data for chemical analogues allow to define OLIVEM 300 as NOT IRRITANT and NOT TOXIC.

BIODEGRADABILITY

The determination of biodegradability has been made according to the CEE Regulation N. 82/242. The results are satisfying: *OLIVEM 300* is biodegradable over 90%.