

SupraCare™ 430 Polymer

High-suds laundry powders and bars

Give consumers a positive sensory experience and other benefits

- New multi-benefit additive for high-suds laundry detergent powders and bars
- Gentle to the skin
- Softness on hands — during and after wash
- Improved lubricity for pleasant, slippery, soapy feel
- No negative impact on suds/foam
- Recommended use levels of 0.05-0.10% as is
- Improved longevity of laundry bars and reduced mushiness
- White, free-flowing powder
- Non-ionic nature

Turn laundry into a more enjoyable experience for consumers by adding sensorial benefits to your high-suds detergent powders and bars.

Across a variety of manual laundry detergents, SupraCare™ 430 Polymer helps you deliver a luxurious, soapy, slippery feeling during the wash, with reduced harshness. After the wash, hands feel soft and moisturized.

This additive also can help with the structuring and binding of laundry bars, reducing mushiness, cracking and the rate of wear. SupraCare™ 430 Polymer improves the surface finish and processability of laundry bars. The additive enhances the bar's glide (drag reduction) on fabrics and boosts foam generation from laundry bars. SupraCare™ 430 Polymer can be used with both non-soap detergent (NSD) bars and soap-based bars.

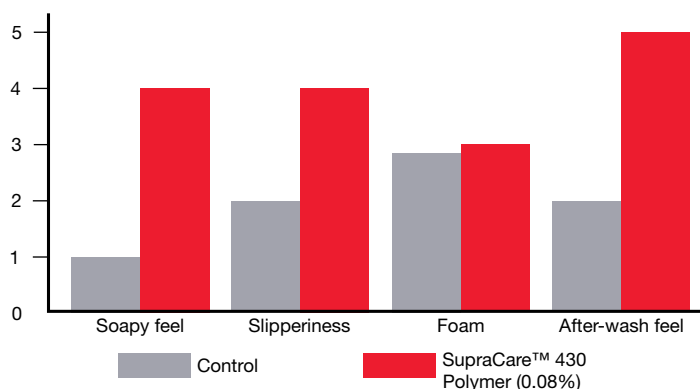
The typical use of this additive does not impact the suds or foam levels of the powder detergent. With NSD bars, panelists rated foam properties significantly greater for the formulation using SupraCare™ 430 Polymer.

Adding in SupraCare™ 430 Polymer

SupraCare™ 430 Polymer is introduced to laundry powders via post-addition. For NSD bars, the additive is introduced typically by mixing with soda ash at the beginning of the process. For soap-based bars, the additive can be dispersed in glycerin first and then added to the main mixer.

Figure 1: Sensorial attributes in high-suds laundry powder

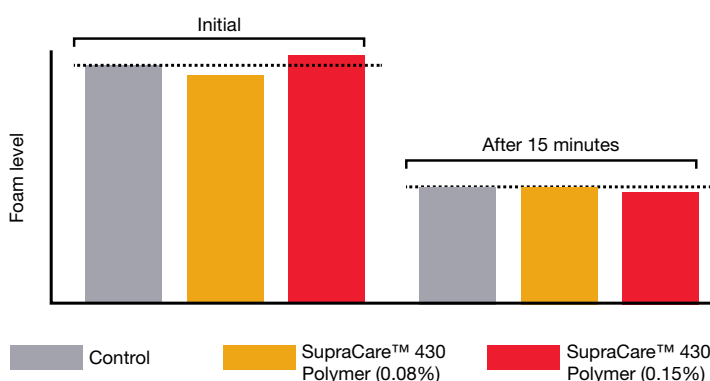
The addition of even a small amount of SupraCare™ 430 Polymer (0.08%) can significantly change the feel on hands during and after the wash — with no negative impact on the foaming of the detergent.



A panel evaluation of sensorial attributes in a leading manual laundry detergent.

Figure 2: High-suds laundry powder foam assessment

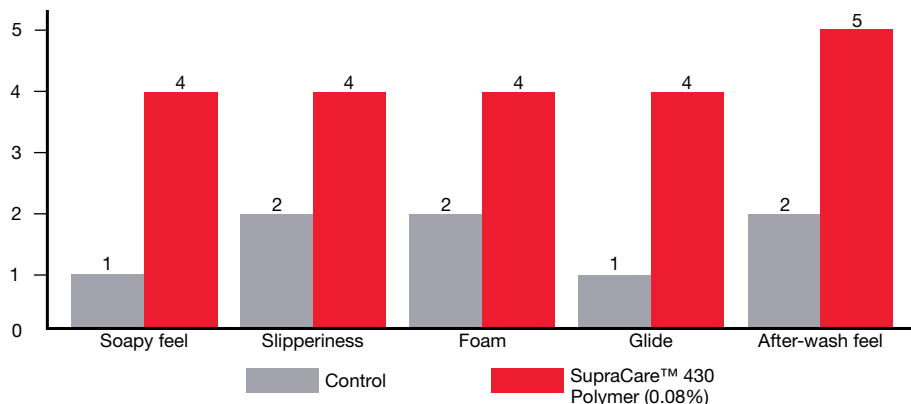
There is no significant impact on foam levels at two different concentrations (0.08% and 0.15%) of SupraCare™ 430 Polymer — both initially and after 15 minutes.



Normalized foam level: initial and after 15 minutes. Test conducted with a leading manual laundry detergent.

Figure 3: Sensorial attributes in Non-Soap Detergent (NSD) bars

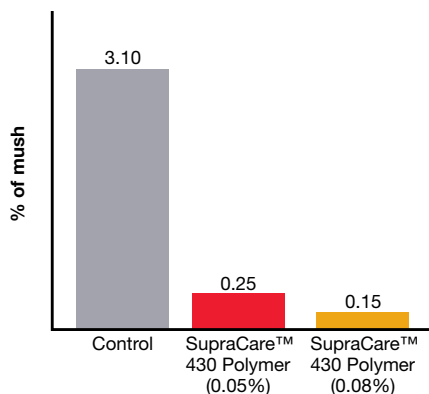
The addition of SupraCare™ 430 Polymer (0.08%) had a significant impact on panelist ratings of sensorial attributes on hands — during and after the wash — as well as enhanced foam properties. The improved sensory profile is easily perceived by consumers.



Panel evaluation of sensorial attributes in a typical NSD bar formulation.

Figure 4: Mushiness assessment in NSD bars

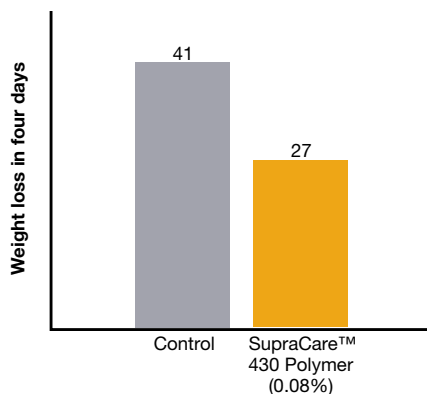
The addition of SupraCare™ 430 Polymer (0.05% and 0.08%) significantly reduces a bar's mushiness and improves bar longevity.



Bars were compared after four hours in water. A model formulation was used with different levels of SupraCare™ 430 Polymer added.

Figure 5: Wear improvement in NSD bars

The addition of SupraCare™ 430 Polymer (0.08%) structures the bar to improve the rate of wear.



Rate of wear measured by the weight loss of bars after four days. NSD bars used a model formulation, with and without SupraCare™ 430 Polymer.



Need more information?

Dow has extensive experience with laundry care additives. Leverage our expertise to help you determine which additives are best suited to your application and how much you need. Simply visit [dow.com](https://www.dow.com) to learn how we can help you bring performance and cost-effectiveness to your products.



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Form No. 27-2201-01-0920 S2D