

# NOVAXAN™ XANTHAN GUM FOR PERSONAL CARE



NUTRITION

FUNCTIONAL  
FOODS &  
BEVERAGES

NUTRITION BARS

PERSONAL CARE

SOYA FOODS

VITAMINS &  
SUPPLEMENTS

**N**ovaXan xanthan gum's unique structure and conformation lead to numerous important contributions to cosmetic and personal care applications.

## GENERAL PROPERTIES

- High viscosity at low concentrations
- Pseudoplastic flow behaviour leads to instantly reversible viscosity reduction and recovery under the influence of shear (mixing, pumping, dispensing, and application) thus improving processing, stability and lubricity
- Shear and thermal stability
- Tolerance to enzymes
- Tolerance to salts
- Hydrates readily in tap water even in the presence of metal ions (e.g. Na, Mg, Ca)

## COSMETIC AND PERSONAL CARE APPLICATIONS

NovaXan™ xanthan gums can be used in a number of cosmetic and personal care applications. Lotions and creams, including sunblocks, sunless tanning lotions, facial foams, scrubs and cleansers are the main cosmetic applications. Personal care applications include shampoos, shower gels and toothpastes.

### KEY BENEFITS

- High viscosity at low concentrations
- Thickening and emulsion stabilization
- Tolerance to metal ions – eg. sodium, magnesium, and calcium
- Shear resistance (no loss of functionality during mixing or pumping)
- A natural product made by fermentation

**NOVAXAN™**



### LOTIONS AND CREAMS

- 0.1 - 0.5% NovaXan xanthan gum solutions stabilises emulsions and suspends pigments and other insolubles
- Reduced viscosity under shear stress facilitates mixing, pumping, and filling
- Rheology stable over wide temperature range
- Pleasant feel on skin
- Excellent lubricity
- Dispenses easily

### FACIAL FOAMS, SCRUBS AND CLEANSERS

- 0.1 - 0.5% NovaXan xanthan gum solutions stabilises foams and suspends abrasive particles
- Reduced viscosity under shear stress facilitates mixing, pumping, and filling
- Promotes a creamy lather and pleasant skin-feel
- Suspends “moisture beads” and scrub particles
- Dispenses easily



Natural ingredients, to promote health and well-being, custom formulated for any food or supplement. **RESOURCEFUL BY NATURE™**

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## NOVAXAN™ XANTHAN GUM FOR PERSONAL CARE

### SHAMPOOS AND SHOWER GELS

- 0.2 - 0.5% NovaXan xanthan gum solutions stabilises emulsion in emulsion systems for shampoo/conditioner combinations
- Transparent grade xanthan is available for clear formulations
- Suspends abrasive particles in medicinal-type shampoos
- Thickens formulation while allowing easy dispensing
- Suspends "moisture beads" in bath/shower gels
- Stabilises foams and promotes a creamy lather
- Stabilises pigments in hair dyes

### TOOTHPASTE

- 0.5 - 1.5% NovaXan xanthan gum solutions provides excellent binding and keeps abrasives suspended
- Reduced viscosity under shear stress facilitates mixing, pumping, and filling
- Improves stability against a wide range of storage conditions
- Extrudes easily from the tube or pump to form a well-defined ribbon
- Gives good stand on brush
- Enzymatically stable
- Very suitable for whitening formulations
- Transparent grade available for 'gel' formulations

### ADDITIONAL APPLICATIONS

- Novelty bath foams
- Liquid colour cosmetics
- Depilatory gels
- Personal lubricants
- Dental fixatives
- Mouthwashes
- Insect repellents



### ADM NOVAXAN FOR PERSONAL CARE

- |   |          |
|---|----------|
| • NovaXan 80 Xanthan Gum                  | (174910) |
| • NovaXan 200 Xanthan Gum                 | (174920) |
| • NovaXan 80 T Xanthan Gum (transparent)  | (174930) |
| • NovaXan 200 T Xanthan Gum (transparent) | (174940) |
| • NovaXan Dispersible*                    | (174950) |

\* transparent and agglomerated

### ADM – THE NATURAL CHOICE

ADM's xanthan gum joins an established portfolio of food and industrial additives including citric acid, citrates, lactic acid, lactates, GDL and lecithins.

ADM's dedicated xanthan plant is part of its huge fermentation complex in Decatur, Illinois. It benefits from the Company's unique level of vertical integration and energy co-generation. ADM is able to monitor and control every stage from crop processing and raw material selection right through to the finished product, assuring quality throughout.

### MEETING EUROPEAN DEMAND

In the European additives market which is large, dynamic, complex and highly regulated, our customers' purchasing function must be able to rely on the timely supply of products, fully complying with the required specifications and at competitive prices.

ADM subsidiaries and distributors are located throughout Europe ensuring that ADM's customers – from the largest to the smallest – receive the service they need. With 'local' supplies, technical support and timely deliveries, ADM offers a dependable supply of top quality products.

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