



A surfactant with excellent foaming properties, gentle on the skin due to its low irritation

SANYO
PRODUCT
TOPICS

Shampoos and body soaps that come in direct contact with hair and skin, in addition to removing dirt, many other performances are required, such as foaming and washing comfort.

We will introduce surfactants that contribute greatly to the SDGs while enhancing various performances.

Shampoos and body soaps where the balance of performance is important

Unlike dishwashing detergent or laundry detergent, shampoo and body soap are used directly on hair and skin. Therefore, they are expected to have various functions beyond just removing sebum stains, including low irritation and a good washing comfort. On the other hand, hair and skin retain moisture with sebum, so excessive washing may cause skin problems. In shampoos and body soaps, it is important to find the right balance of overall functions such as cleansing without over washing.

In Japan, people tend to take a bath every day, with a strong preference for low irritability, good foaming, and feel good on the fingers, rather than being just cleansing. In addition, the concept of “Clean Beauty” is gaining popularity, particularly in Europe and the United States, where using such products can contribute to the environment and this trend involves using sustainable ingredients and increasing biodegradability. To meet these needs, surfactants, the main ingredients of shampoo and body soap are being developed from various perspectives.

There are various types of surfactants based on their performance

Surfactants have both hydrophilic groups that are compatible with water and lipophilic groups (hydrophobic groups) that are compatible with oil. When washing, the hydrophobic groups surround dirt on hair and skin, and when water is added, the dirt is washed away along with the water.

There are four main categories of surfactants: anionic, cationic, amphoteric, and nonionic. Anionic surfactants have hydrophilic groups with a negative charge, while cationic surfactants have a positive charge. Amphoteric surfactants can carry either a positive or negative charge depending on the pH of the water, and nonionic surfactants are neither charged in either direction. Common shampoos and body soaps typically use a combination of anionic and amphoteric surfactants. Anionic surfactants provide excellent foaming, and the addition of amphoteric surfactants allows for easy dispensing with the

desired viscosity can be easily handled, while also making the irritation milder, so both are used. Among anionic surfactants, there are various types that offer different effects, such as a refreshing finish or a moist and comfortable feel on the skin. Manufacturers combine these types to create products with specific features while maintaining a balance.

Incidentally, cationic surfactants, which carry a positive charge, tend to adhere to hair with negative static electricity, making them suitable for conditioners, while nonionic surfactants are used in emulsifiers for creams and emulsions, cleaning agents for cleansing, and so on.

The BEAULIGHT products have a history of more than 30 years

BEAULIGHT products are anionic surfactants used in shampoos and body soaps, etc. First developed and launched in 1990, they have a long history of over 30 years.

The BEAULIGHT LCA products in particular, uses naturally derived alcohols as raw materials, and is characterized by its gentle and low-irritant effects on the skin. In addition to the basic LCA-30D, there are variations like LCA-25N, which uses proprietary technology to increase the purity of the target ingredients, and LCA-25F, which does not use any preservatives. The lineup also includes BEAULIGHT SHAA, which is mild and offers excellent foaming even in hard water that is usually difficult to foam, and is highly biodegradable, to meet a variety of needs.

Moreover, we offer a variety of high value added products that are effective in shampoos and body soaps, such as a variety of amphoteric surfactants that can be added to anionic surfactants including PIUSERIA AMC, which increases viscosity and inhibits dandruff-causing bacteria when added in small amounts, and cationic surfactants including ECONOL TM-22, used in conditioners that uses higher alcohol as the solvent to significantly



enhance manufacturing efficiency.

Aiming to create products that are environmentally and socially friendly while enhancing QOL

These performances have been highly evaluated, and demand for the BEAULIGHT products is currently growing overseas as well. We plan to expand production, which is currently conducted only in Japan, to the Rayong Plant (Rayong Province, Thailand) of its affiliate Sanyo Kasei (Thailand) Ltd. in 2024. Sanyo Chemical is doubling its production capacity and preparing a system that will enable it to supply its products to a wide range of overseas markets.

Meanwhile, for the raw material palm oil, we source palm oil-derived ingredients from sustainably managed oil palm plantations and plants that have established appropriate and sustainable supply systems. We have obtained "RSPO certification" for the usage of these

materials, further increasing our contributions to the environment and fair trade compared to before.

With regard to the SDGs, we are contributing to a wide range of themes, including Goal 3 " Good Health and Well-Being ", Goal 6 " Clean Water and Sanitation", Goals 8 and 12 in industry, and Goals 13, 14, and 15 in environmental conservation. We will continue to develop products with a sense of mission to improve the quality of life of many people and to be friendly to the environment and society.



■ Our high-performance shampoo and body soap base

Type	Product Name	INCI Name	Features	RSPO Certification
Anionic Surfactant	BEAULIGHT SHAA	SODIUM LAURYL GLYCOL CARBOXYLATE, WATER	Exhibits excellent foaming properties under weakly acidic to neutral conditions and also exhibits good foam stability.	-
	BEAULIGHT LCA	SODIUM LAURETH-4 CARBOXYLATE, WATER	Anionic surfactants derived from natural higher alcohols.	✓
	BEAULIGHT LCA-30D	SODIUM LAURETH-4 CARBOXYLATE, WATER	Anionic surfactants derived from natural higher alcohols. Diluted products of BEAULIGHT LCA.	✓
	BEAULIGHT LCA-25N	SODIUM LAURETH-4 CARBOXYLATE, WATER	Anionic surfactants derived from natural higher alcohols. High purity of target components (distribution of the number of ethylene oxide-adduct moles is narrowed). Exhibits high foaming properties, low irritancy and high hard water tolerance.	✓
	BEAULIGHT LCA-25F	SODIUM LAURETH-4 CARBOXYLATE, WATER	Anionic surfactants derived from natural higher alcohols. Preservative-free of BEAULIGHT 25N	✓
Cationic Surfactant	ECONOL TM-22	BEHENTRIMONIUM CHLORIDE, CETEARYL ALCOHOL	Adheres to hair and creating a resilient and smooth finish. Highly anti-static and solvent-free.	✓
Amphoteric Surfactants	PIUSERIA AMC	SODIUM LAURAMINOPROPIONATE, WATER	High performance amino acid-type amphoteric surfactants which prevents itching caused by amino acid type shampoo.	✓

Please contact our company sales representative when handling our company products. Also be sure to read the "Safety Data Sheet" (SDS) in advance. It is the responsibility of the user to determine the suitability and safety in the intended use.