

**DEOLUXE™ SC**

Antiperspirant and  
deodorant actives

**CHARACTERISTICS:**

- Readily biodegradable
- 100% active material
- White powder
- Characteristic odour
- Safe for use in a variety of formulations

**SUGGESTED USE LEVEL:**

3 - 10%

**APPLICATION FORMAT:**

- Roll-on
- Stick
- Gel
- Cream

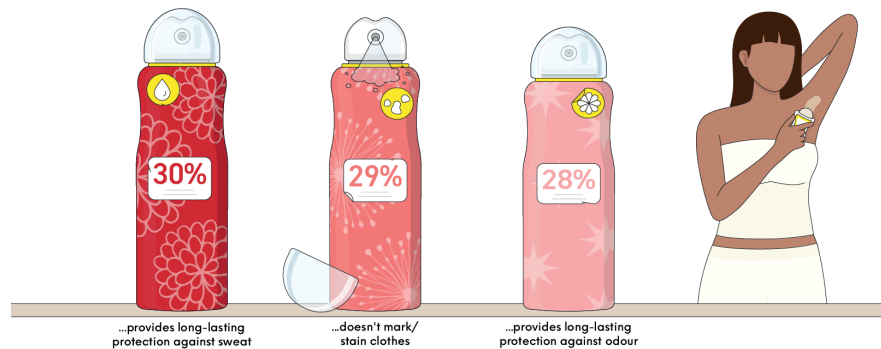
Unique chemistry,  
sustainable solutions

**DEOLUXE™ SC**

A novel antiperspirant\* and deodorant active with  
strong sweat reduction

**Deodorant challenges and consumer perception**

Efficacy is a major underlying dissatisfaction by consumers using deodorant.



Base: 1,875 internet users aged 16+ who use deodorants/antiperspirants  
Source: Kantar Profiles/Mintel, September 2024

Besides product performance, consumer's confusion about the safety of antiperspirants, the misunderstanding between deodorant and antiperspirant, and the rising awareness of clean INCI labelling also hinder the decision of purchasing an antiperspirant.

While metal-based antiperspirants pose the most efficient and safe solution for high performance sweat reduction, some consumers may look for alternative antiperspirant efficacy.

In response to the trend, DEOLUXE™ SC is a novel antiperspirant and deodorant active that addresses a key challenge in non-metal based high-performance sweat control. It provides consumers that prefer metal-free products with strong and clinically proven sweat reduction.

\*not listed on US FDA monograph, not available in the US.

## DEOLUXE™ SC

Antiperspirant and  
deodorant actives

For more details  
please contact:

North America  
Elementis Specialties, Inc.  
469 Old Trenton Road  
East Windsor  
NJ 08512, USA  
T +1 609 443 2500

Europe  
Elementis PLC  
The Bindery, 5th Floor,  
51 - 53 Hatton Garden  
London  
EC1N 8HN  
United Kingdom  
T +44 207 067 2999

Asia  
Deuchem (Shanghai)  
Chemical Co., Ltd.  
99, Liyang Road  
Songjiang Industrial Zone  
Shanghai, China 201613  
T +86 21 5774 0348

[elementis.com](http://elementis.com)

### NOTE:

The information herein is currently believed to be accurate. We do not guarantee its accuracy. Purchasers shall not rely on statements herein when purchasing any products. Purchasers should make their own investigations to determine if such products are suitable for a particular use. The products discussed are sold without warranty, express or implied, including a warranty of merchantability and fitness for use. Purchasers will be subject to a separate agreement which will not incorporate this document.

© Copyright 2024, Elementis Specialties, Inc. All rights reserved. Copying and/or downloading of this document or information therein for republication is not allowed unless prior written agreement is obtained from Elementis Specialties, Inc.

© Registered trademark of Elementis SRL, Inc.

March 2025

Unique chemistry,  
sustainable solutions

## Features and Benefits

- Non-metal based antiperspirant and deodorant active
- Ability to provide clinically proven, high performance sweat reduction
- Clean INCI labelling
- Suitable for common application systems
- Easy to formulate
- Compatible with anhydrous and aqueous systems

## Deodorant study

A deodorant study is conducted with a formula containing DEOLUXE™ SC at a use level of 10%, following the protocol of 10 panelists in each study with 3 odour judges. The odour assessment is evaluated at 8 hours, 24 hours and 48 hours respectively.

10% Use Level			
	8 Hr	24 Hrs	48 Hr
Odour Protection	✓	✓	✓

DEOLUXE™ SC shows deodorancy up to 48 hours at 10% level.

## Clinical studies

Three clinical studies are conducted with a formula containing DEOLUXE™ SC and all three studies are carried out following the same 17-day washout period and 8-hour assessment.

### Testing Centre 1

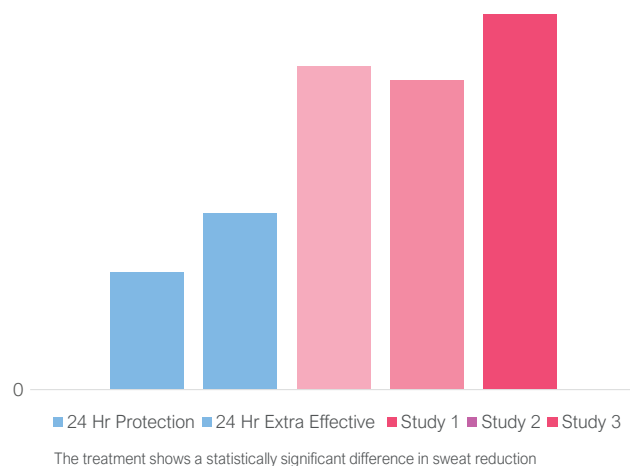
- 5 panelists
- Round Robin study

### Testing Centre 2

- Clinical study 2
- FDA protocol
- Product at 3% use level

### Testing Centre 3

- Clinical study 3
- FDA protocol
- Product at 10% use level



DEOLUXE™ SC shows consistently strong sweat reduction among all three clinical studies.