

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

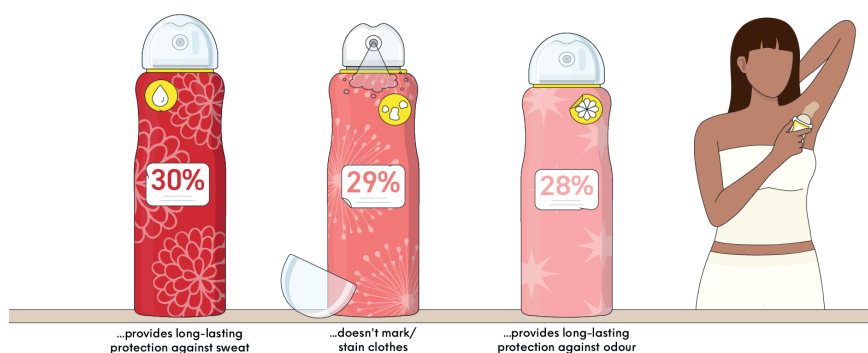
Unique chemistry,
sustainable solutions

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

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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

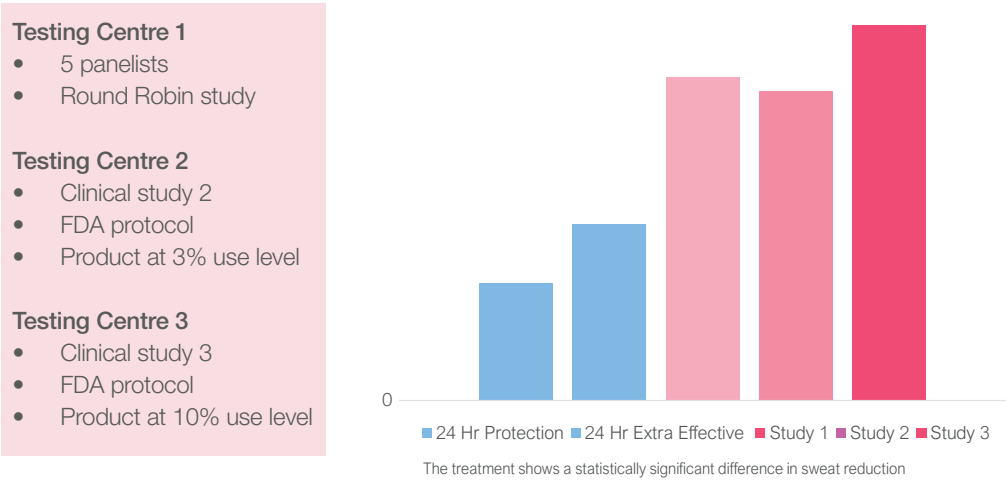
A deodorant study is conducted with a formula containing DEOLUXE™ SC at a use level of 10%, following the protocol of 10 panelists in each study with 3 odour judges. The odour assessment is evaluated at 8 hours, 24 hours and 48 hours respectively.

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.



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