

# Sustainable Options in Personal & Home Care Products

## What is the Consumer Demanding?

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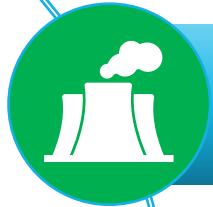


# Agenda

- “New Normal” – Mintel 2022 Trends
- Types of Concentrates
- Dry Blend Basics
- Dissolution
- Questions & Acknowledgements



# Mintel Consumer Trends 2022



Climate Concerns



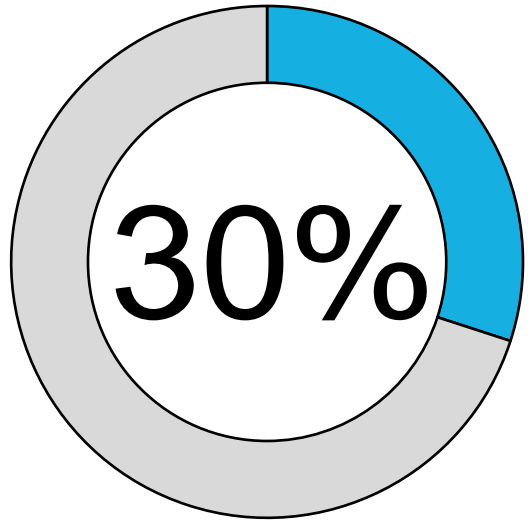
Ethics Check



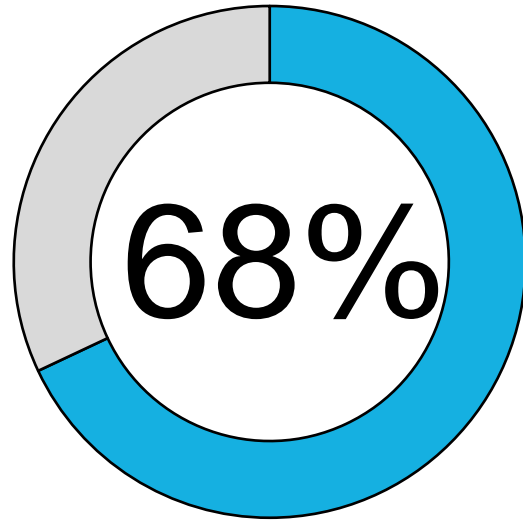
In Control



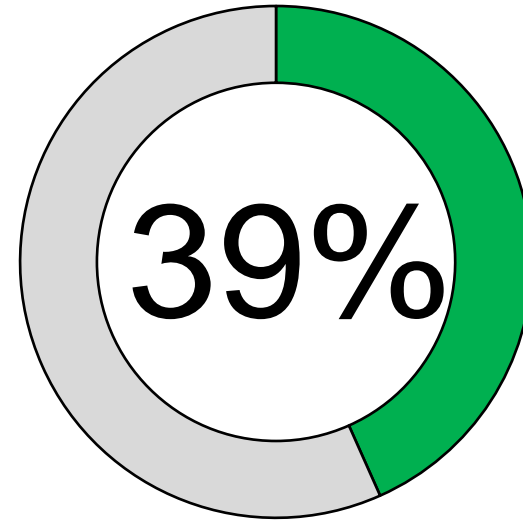
# Mintel Consumer Surveys



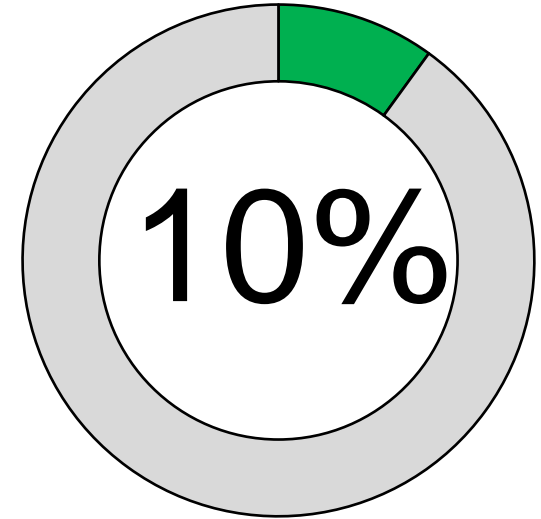
Ethical &  
Environmentally  
Friendly Packaging  
Claims



Interested in  
Refillable  
Packaging



Interested in  
Refillable Bottles



New Products  
Had Refillable  
Claims

## Personal Care

## Home Care

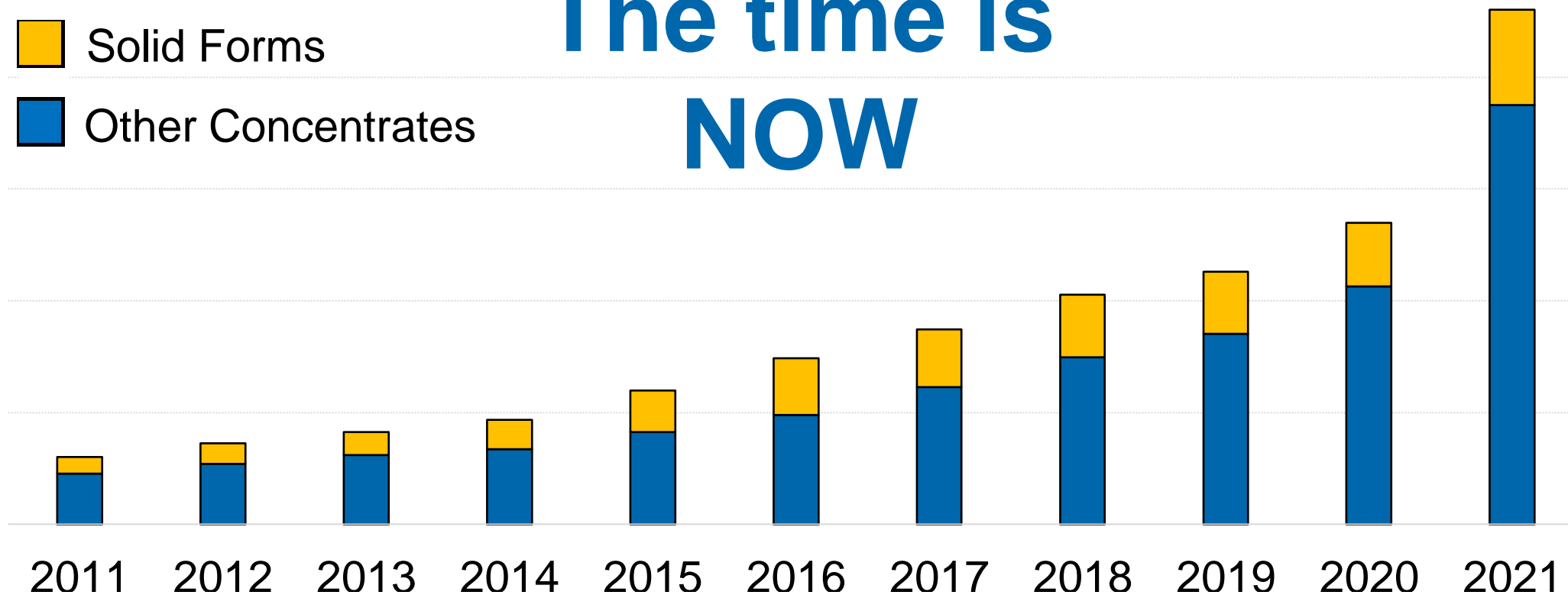
# Hard Surface Care Patents



The time is  
**NOW**

■ Solid Forms

■ Other Concentrates



Global Patent Applications

87% Growth in Concentrates

83% Growth in Solids

# Types of Concentrates



**Solids**



**Pouches**



**Pours**

# Personal and Home Care Applications



**Bathroom**



**Personal Care**



**All-Purpose  
Cleaners**



**Kitchen**



**3**

**4-8**

**10**



# Solid Formulations Toolbox



## Home Care

## Personal Care

### Fillers

- Sodium Bicarbonate
- Maltodextrin

- Sodium Bicarbonate

### Chelating Agents

- Sodium Gluconate
- Sodium Citrate

- Sodium Gluconate

### Surfactants

- Sodium Lauryl Sulfate
- Alcohol Ethoxylate

- Sodium Lauryl Sulfate
- Polysorbate

### pH Adjusters

- Citric Acid
- Sodium Carbonate

- Citric Acid

### Preservatives

- Sodium Benzoate
- Potassium Sorbate

- Sodium Benzoate
- Potassium Sorbate

# Material Functions



## Fillers

- Moisture control
- Dissolution control

## Chelating Agents

- Combat hard water ions
- Enhance cleaning performance

## Surfactants

- Cleaning
- Foaming

## pH Adjusters

- Hygroscopic materials
- More acid or base → More humidity instability

## Preservatives

- Inhibits microbial growth
- Work with preservative provider

# Blending and Stability



## Humidity Handout

Fillers

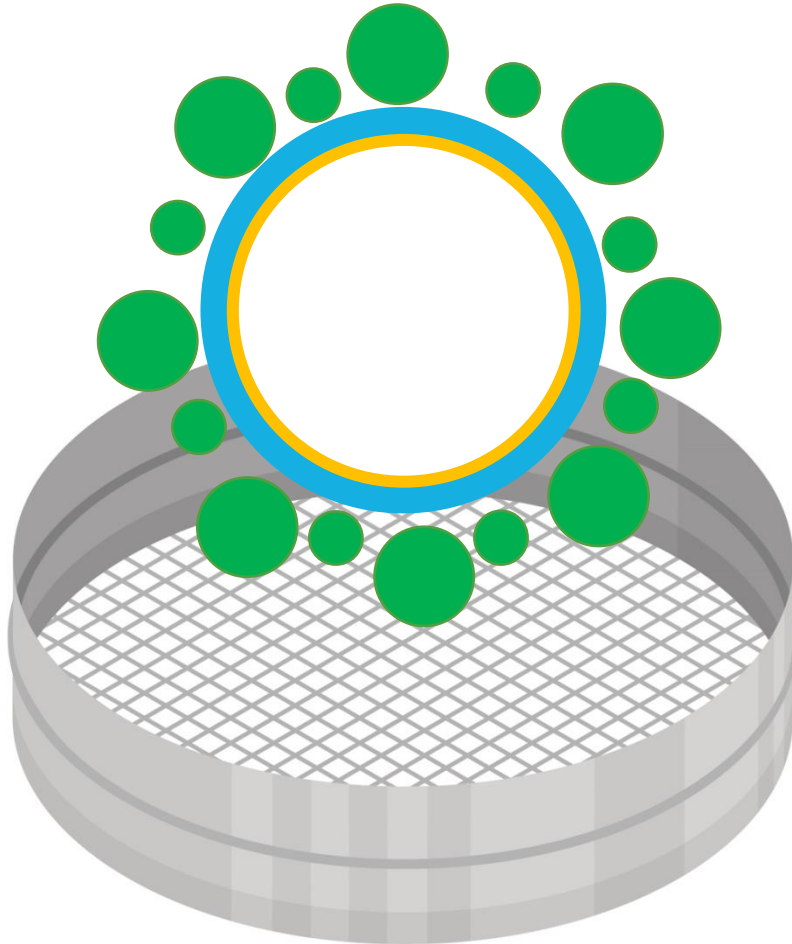
Nonionic Surfactants

Chelating Agents

Anionic Surfactants

pH Adjusters

Preservatives



- Hygroscopicity → Agglomeration
- Packaging Solutions



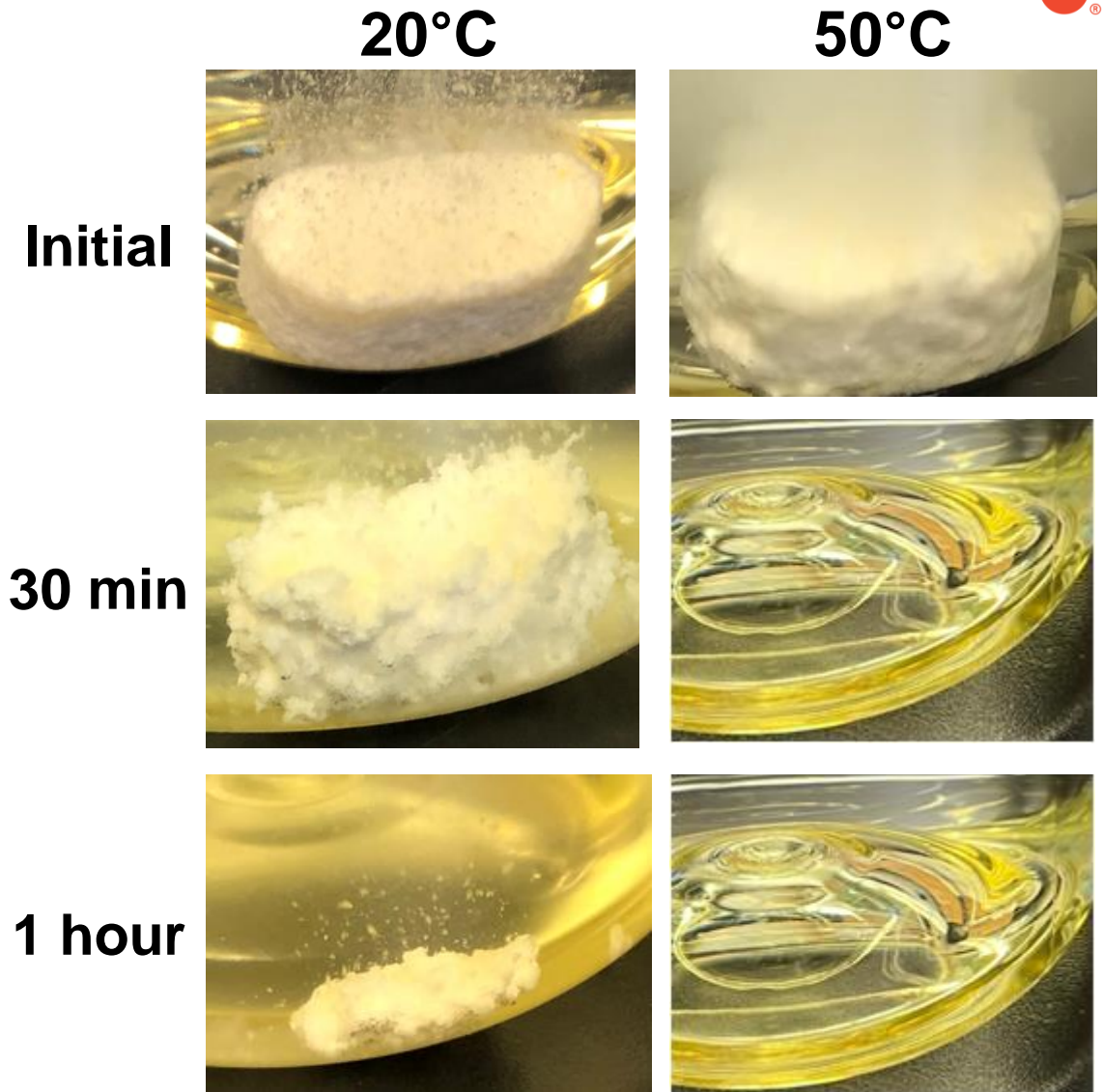
# Dissolution

## A Tale of Two Temperatures

- Cold water
  - More sustainable life cycle analysis
  - Long time to dissolve
- Warm or hot water
  - Dissolves quickly
  - Energy consumption

## Controlling Dissolution

- Physical structure of material is key
  - Type, density, particle size
- Effervescent tablet vs. free powder







# Thank You!

## Have Questions?

Stop by Booth 323!

## Get in Touch:

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# Acknowledgements

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