

Why Natural Oils perform better when emulsified

At KCC Beauty, we have over 40 years of emulsification experience in personal care products.

Whilst our history is with emulsifying silicones, our latest launches have contained natural oils, including argan oil (SeraShine® EM 801), and coconut and olive oil (SeraShine® EM 807). Emulsifying natural oils to a known particle size has proven benefits over using neat oil.

Superior hair conditioning effects can be seen, including combing, softness, strengthening and smoothness. Benefits can also be found in skin creams, where the product spreads more easily and shows a softer initial touch.

Emulsification of the oil allows for a more stable finished product and facilitates addition into water-based systems.

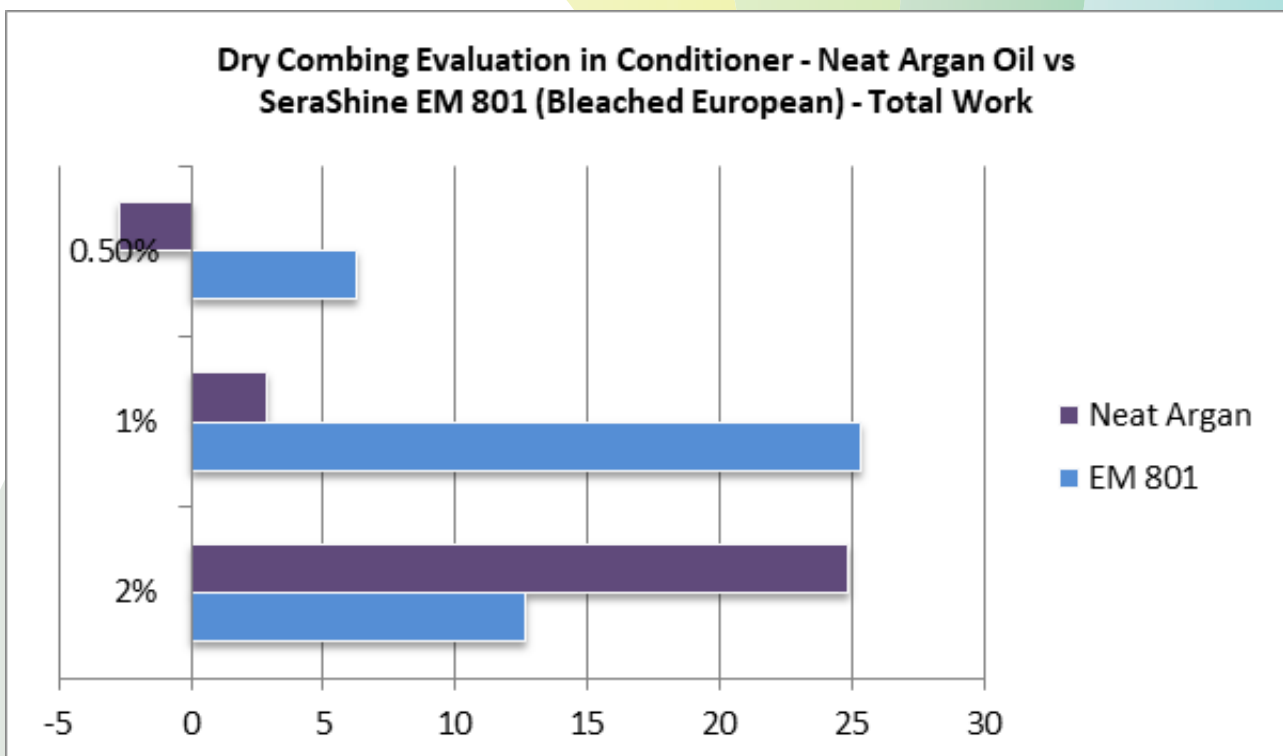


Figure 1: **SeraShine EM 801**: Dry combing evaluation in conditioner shows that half the active level of emulsion is needed versus neat oil to achieve the same conditioning effect

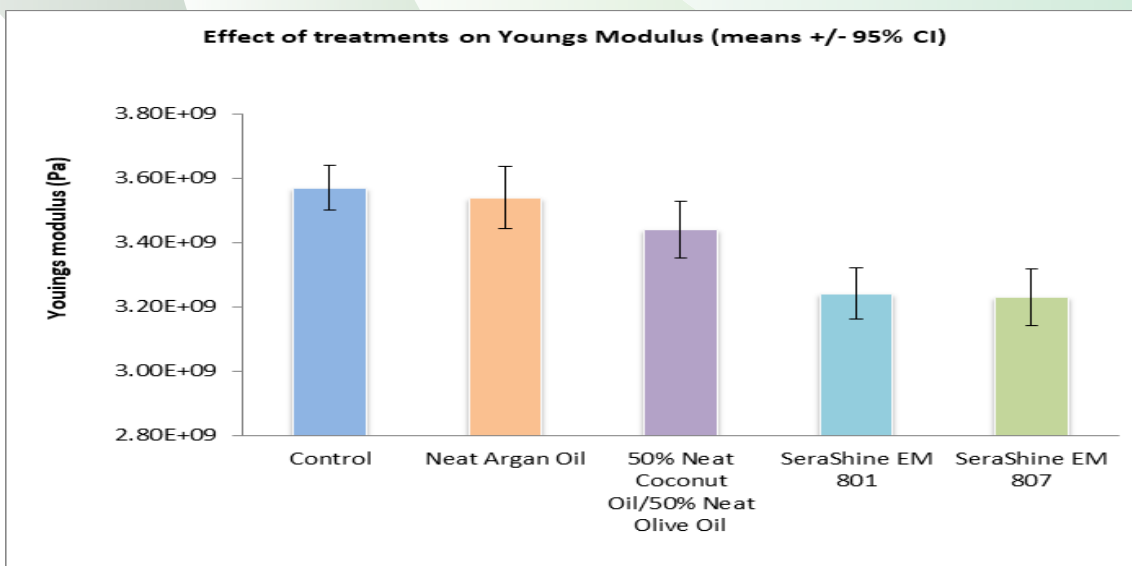


Figure 2: Both **SeraShine®EM 801** and **807** show a significant decrease in Young's Modulus, which indicates an improvement in softness, when compared to control (no treatment) and neat oil

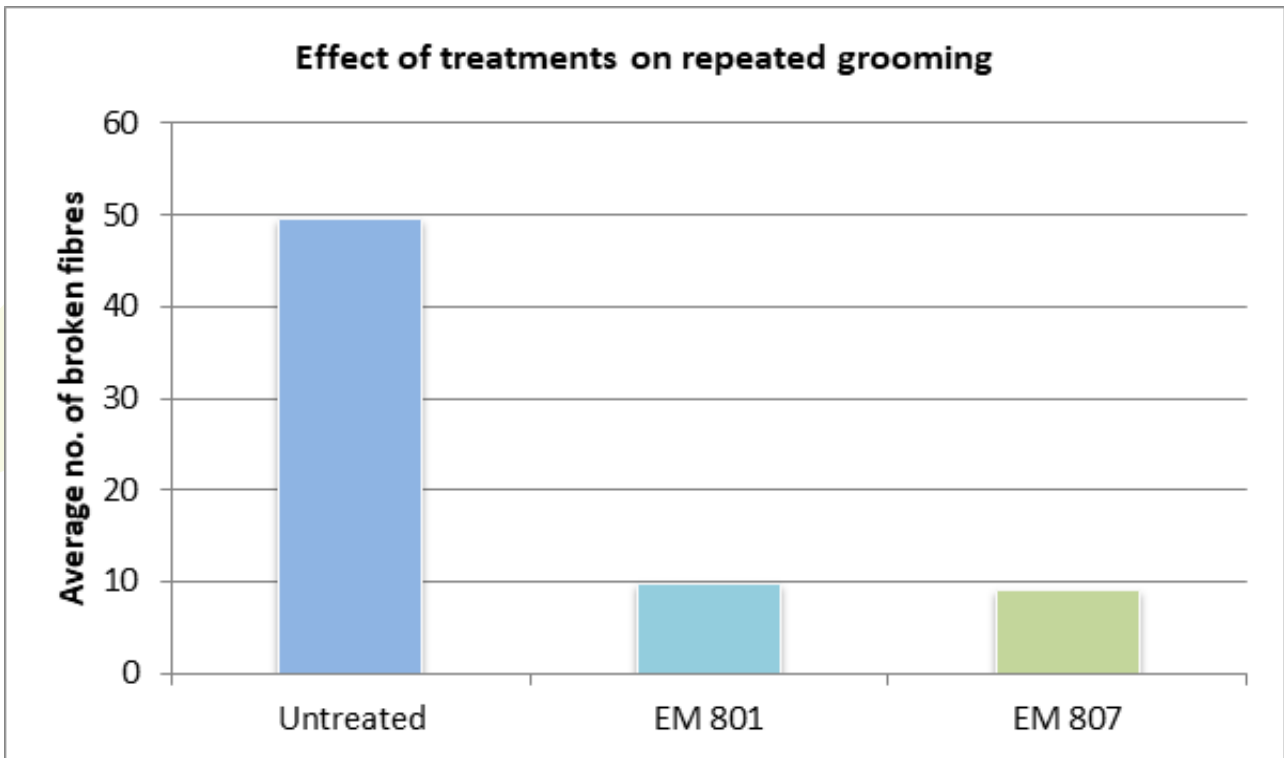


Figure 3: Both **SeraShine® EM 801** and **807** show an 80%+ reduction in broken fibres/improvement in strength when compared to untreated tresses

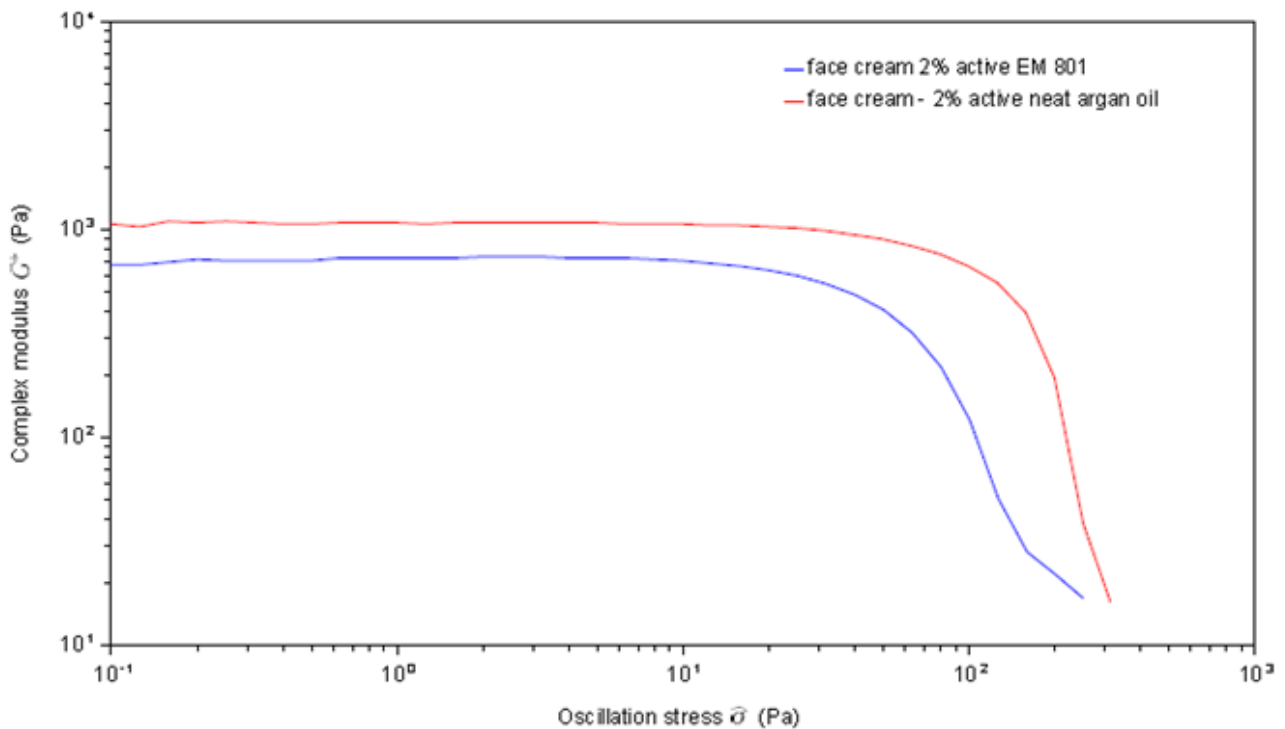


Figure 4: Oscillation stress sweep results comparing creams with **SeraShine® EM 801** and neat Argan oil at 2% active. The results suggest that the cream is spread more easily and has a softer initial touch

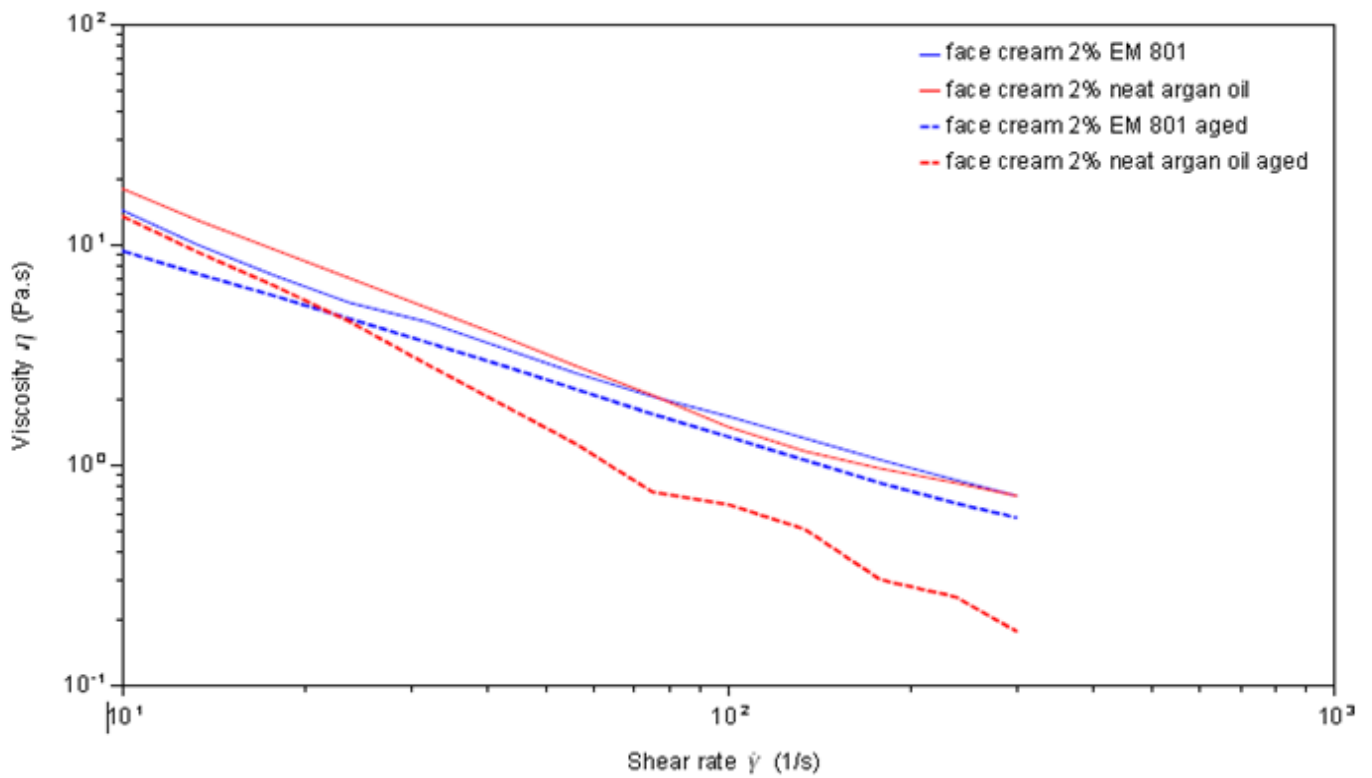


Figure 5: Viscosity profiles comparing fresh and aged creams made with **SeraShine® EM 801** or neat Argan oil at 2% active. Cream containing emulsified argan oil is more stable over time.