



NOVOSORB WS PLUS[®] plus a high performance color and fragrance fixative

- Fixing the color, even the light ones, in water base formulas
- Fixing and prolonging fragrance odor
- protecting light sensitive ingredients against UV light damage
- Protecting the skin against pollution





NOVOSORB WS PLUS®

INCI Name: Propanedioic acid dimethoxyphenyl and Sorbitan monooleate and octyl methoxy cinnamat

Introduction:

Achieving the ultimate stability of the colors is always one of the top trends and when the packages are colorless transparent it is a challenge, especially when you target light colors for your body wash, hand wash or shampoo formula.

our miracle worker "Novosorb WS Plus" enables you to stabilize the formula and protect the Light sensitive ingredients such as dyes, fragrances and active ingredients like vitamins and UV filters. By acting like an epidermal alternation, It also supports the skin to fight pollution-induced damages.

Technical Data Sheet (TDS)

Appearance	Very Pale Yellow Viscous Liquid
Water solubility	Soluble
Oil Solubility	Insoluble
Water Content	Max 0.5%
flash	169-173 °C
Density at 20 °C	1.005-1.05 g/ml

Novosorb WS Plus provides a long-lasting shelf life by protecting colors, fragrances, and other light-sensitive compounds, especially for transparent packaged products.





Active & Mechanism:

Novosorb WS Plus is a unique stabilizer and protector. It stabilizes the formulations containing the Light-sensitive ingredients and protects the skin against oxidative stressors.

Typical formulation for aluminum free clear deodorant

Fluidipure 8 g	5
Novofix R	8
Novosorb ws plus	0.2
Fragrance	qs
Water	qs
Novo ben 5	1
EDTA	0.1
Novo last R	4

Benefits:

- Stable formulations
- Protects the skin in the fight against pollution
- Protects the skin against such injuries epidermal alternation.

How to use:

- Cold/ hot process
- Can be added at any steps

Dosage: 0.1-0.6

Applications:

- Shampoo
- Body wash
- Hand wash
- Serum



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