

# Cupl PIC

## Unique Solubility and Versatility

INCI: PPG-2 Isoceteth-20 Acetate

### Features & Benefits

- Soluble in water, alcohol, and most lipophilic solvents
- Co-emulsifier for low viscosity oil-in-water emulsions
- Increases clarity in aqueous systems
- Outstanding fragrance and oil coupler
- Surfactant for wipes & micellar waters
- Emolliency for skin, hair, bath and color cosmetics



### Cupl PIC Formulary

#### KW1-044: Sulfate-Free Shampoo

Ingredient	INCI	W/W%
<b>Phase A</b>		
DI Water	Water	38.0
Pureact Gluco L	Lauryl Glucoside	24
Foamtaine CAB	Cocamidopropyl Betaine	15
Pureact Gluco D	Decyl Glucoside	6
1,3 Butylene Glycol	Butylene Glycol	1
Dermothix 75	Disteareth-75 IPDI	2.5
Phenoxetol	Phenoxyethanol	0.5
<b>Phase B</b>		
Dermol SLLC-LF	Sodium Lauroyl Lactylate	4
Polyderm PPI-SI-WS	Bis-PEG-15 Dimethicone/IPDI Copolymer	3
<b>Cupl PIC</b>	<b>PPG-2 Isoceteth-20 Acetate</b>	<b>5</b>
Dermol 99	Isononyl Isononanoate	0.5
Fragrance	Fragrance	0.5
<b>Total</b>		<b>100.0</b>

#### MP1-065: Sprayable Milk

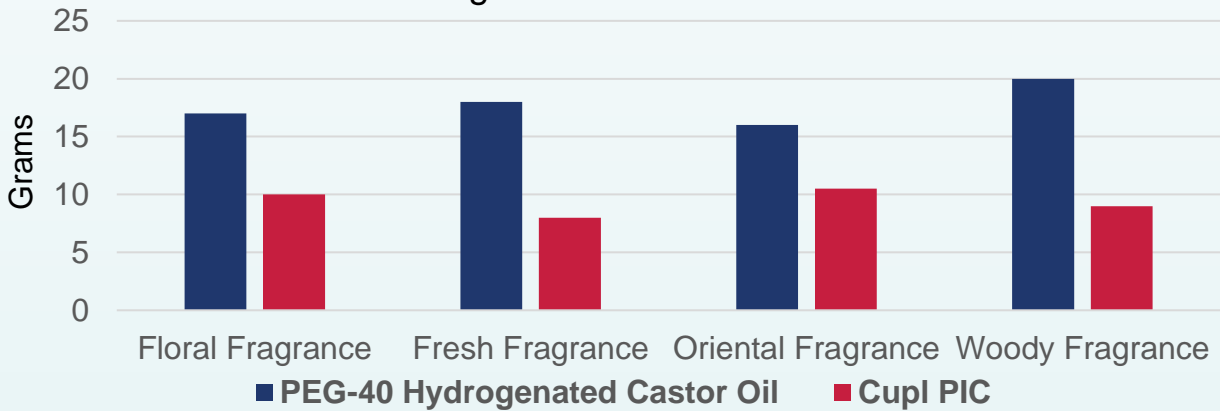
Ingredient	INCI	W/W%
<b>Phase A (Aqueous)</b>		
DI Water	Water	71.5
Veegum Ultra	Magnesium Aluminum Silicate	0.75
XG FNCSP-PC	Xanthan Gum	0.25
<b>Phase B (Esters)</b>		
Beantree	Methylheptyl Isostearate	15
Hetester PHA	Propylene Glycol Isoceteth-3 Acetate	10
<b>Cupl PIC</b>	<b>PPG-2 Isoceteth-20 Acetate</b>	<b>2</b>
Fragrance	Fragrance	10
<b>Phase C (Preservative)</b>		
Nipaguard SCV	Sorbitan Caprylate (and) Phenoxyethanol (and) Benzyl Alcohol (and) Benzoic Acid	0.5
<b>Total</b>		<b>100.00</b>

# Cupl PIC

**Higher performance & Lower usage**  
**vs. industry standard**

## ***Fragrance Solubilizer***

- Grams of solubilizer per 1 gram of fragrance
- 1% initial fragrance level



## ***Lipophilic Solubilizer***

- Grams of solubilizer per 1 gram of oil
- 1% initial lipophilic level

