



AqStar™ M1

A Naturally-Derived Solution for
High Performance Emulsification

Delivering formulation flexibility with distinctive aesthetics

The Formulators' Dilemma...

- A desire to develop high-performance emulsification systems for new and distinctive aesthetic qualities
- A preference to use more natural emulsifiers, but most do not work as well as synthetic emulsifiers

Introducing AqStar M1, a naturally-derived solution...

- High performance emulsifier
- Formulation flexibility
- Distinctive aesthetics
- Naturally derived (ISO 16128)
- 90% bio-based

AqStar M1 is...

- ✓ A naturally-derived alternative to synthetics
- ✓ A complex of lipophilic waxy maize starch and Aq™Bit
- ✓ INCI: (sodium starch octenyl succinate) and (cucurbituril)
- ✓ Awarded a Cradle to Cradle® Platinum level Material Health Certificate



Naturally Derived

High Performing

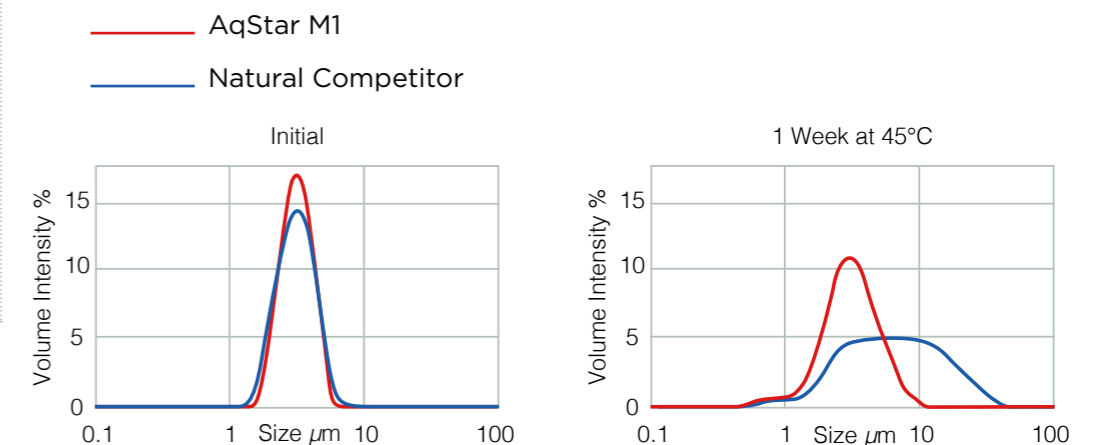
Distinctive Aesthetics

- Glossy oil-in-water emulsions
- Formulations flow but do not drip
- Easy spreading on skin
- No stickiness, sliminess or stringiness
- Cream formulas exhibit appealing 'peaking'
- Slight elastic behaviour - consistent coverage on skin
- Dispersed well from a pump, airless pump, tube or bottle



Formulation Flexibility

- Contains AqBit technology, delivering stability by a combination of charge, steric, and interfacial-network interactions
- Works well with polar and non-polar emollients of any HLB requirement, including fragrance and essential oils
- Accommodates challenging aqueous ingredients such as extracts and preservatives; wide pH compatibility
- Platform for eye, face, hand and body formulations
- Stabilises formulations containing high levels of particulates



Significantly more stable than lipophilic starch

Getting the best from AqStar M1

AqStar M1 Product Concepts include:

- Body lotion
- Night cream
- Foundation / BB cream
- Inorganic sunscreen
- Organic sunscreen



Aqdot® is a Cambridge (UK) based supramolecular chemistry company with a focus and expertise in developing, licensing and selling novel, proprietary products. Aqdot's core performance chemistry has exceptional capabilities at capturing, holding and releasing materials. Aqdot develops products that enable our customers to introduce novel and differentiated brands and make a positive impact on the environment.

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