

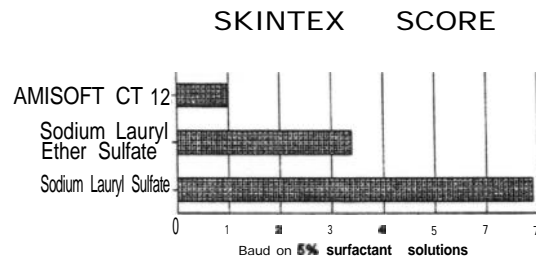
## Even the industry itself acknowledges the harmfulness of SLS and SLES.

(an advertisement from a national cosmetic publication)

# Amisoft: The Kinder, Gentler Surfactant

It's a rough world out there. That's why your cleansing products need Amisoft (acylglutamate)-the kinder, gentler anionic surfactant. Unlike other surfactants, Amisoft washes away dirt without washing away the natural oils that protect and preserve your skin and hair. So your skin and hair feel as smooth and silky after washing as before. Not rough and taut like with other surfactants. Amisoft is also hypo-allergenic and non-comedogenic.

People with sensitive skin appreciate Amisoft's gentleness. Extensive laboratory testing shows Amisoft to be up to three times less irritating than other surfactants commonly used in cleansers. In fact, Amisoft can reduce the irritation from other surfactants in your formulation. Amisoft is also completely non-toxic, and it is weakly acidic (pH 5-6) like your skin.



Amisoft is safe for the environment as well as for you. Amisoft is made from vegetable fats and glutamate - an amino acid found in most plants and in your body. So Amisoft is highly biodegradable. Amisoft also has good calcium ion stability and foams well in hard water.

Amisoft is more than a surfactant. It's a product family that can meet virtually any of your surfactant needs-from shampoos, facial and body cleansers to shaving products.