

The background of the slide is a deep blue color with a pattern of overlapping, translucent bubbles of various sizes. The bubbles have highlights and shadows, giving them a three-dimensional appearance. They are scattered across the frame, with some being larger and more prominent than others.

Akogel™

Q1 2025

AAK

The Co-Development Company

Content

- 1 Introduction
- 2 Behavior vs shea butter and petrolatum
- 3 Recommended applications

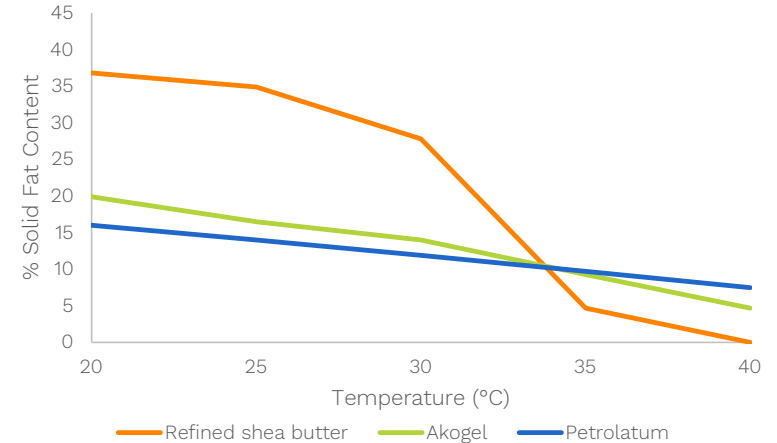
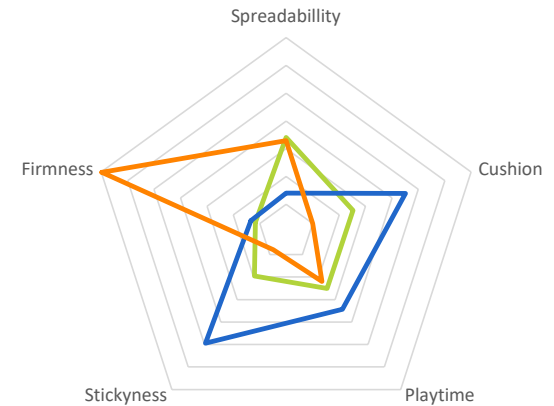
Introduction

- INCI: Hydrogenated vegetable oil
- Appearance: off-white semi-solid paste, neutral odor
- Composition: 100% plant-based, rich in traceable soybean
- Very good oxidative stability: OSI 110°C >180 hours



Akogel and petrolatum have similar Solid Fat Content in the 20–40°C range

- The sensory of Akogel is **between** that of refined shea butter and petrolatum, as determined by a mix of physiochemical analysis and general sensory appreciation
- Like petrolatum, Akogel feels soft and pliable on **pickup**
- The flat melting curve indicates that it **does not** undergo significant **consistency changes** across the 20–40°C temperature range, from the jar to the skin.
- It feels **rich** on the skin, with a **medium cushion and playtime**
- It is more spreadable and less sticky than petrolatum, which makes it easier and more pleasant to apply homogeneously
- The more comfortable and less heavy skin feel makes it more suitable for daily use, particularly in hot and humid weather conditions



Applications where we see Akogel can be a good fit

Haircare styling products

- It has low friction (easy glide)
 - it is easy to apply to the hands before you put in the product – spreadability
- After application, there are still solids that help lock the desired style

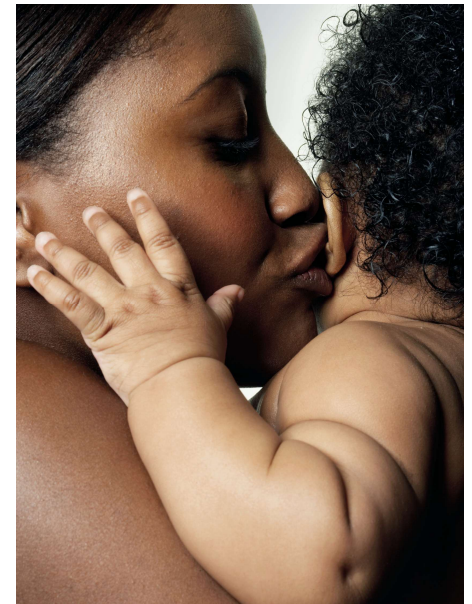


Skincare

- Desired feature is the sensorial film forming feeling (playtime, cushion)
- Applications with very high dosage: lip balm in a jar, anhydrous butters
- Applications: where you use petrolatum at a lower concentration, they will give similar consistency & will be quite stable with temperature
- Specific applications: slugging creams, diaper creams, tattoo creams, anhydrous skin balms

Colour cosmetics

- Pen: it has the right glide & film forming ability, which supports the payoff





Thank you!

AAK