MINASOLVE®
BIO-INGREDIENTS FOR YOUR APPLICATIONS

Technical Data Sheet
May 2018 – V5

Fresh'in

Fresh'in is a **cooling** agent for cosmetics and personal care products. It provides a **long lasting** cooling sensation.

Fresh'in is a **non-volatile** solid of faintly **fresh odour without any camphor note**.

Fresh'in is not derived from Menthol and can hence be regarded as **free of allergens**.

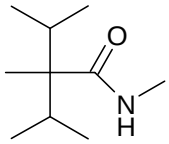
Depending on the concentration and area of use, the cooling effect of **Fresh'in** can range from a subtle freshness to a powerful chilling.

The **application** of **Fresh'in** is illustrated by the **example formulation "Fresh Kiss Lipstick"** (samples and recipe are available upon request).

Applications
- Skin care
- Oral care
- Make-up
- Perfumes
- Toiletries
- Men care
- Intimate care
- Allergen-free products

Functions
- Cooling agent
- Alternative to menthol
- Long-lasting refreshing sensation

Specifications and characteristics

INCI name	Methyl Diisopropyl Propionamide
CAS reg. N°	51115-67-4
Appearance	White solid
Odour	Fresh
Purity (GC)	Min. 99.0 %
Water content	Max. 1.0 %
Melting point	60-64 °C
Recommended use level	0.04 to 1.5 % (max. 0.04% for leave-on body care applications)
Regulatory status	Globally approved, safety and regulatory data available upon request
Origin, ISO 16128-1	Non-natural (petrochemical)
Chemical structure: 	

The above information is accurate to the best of our knowledge. Customers are advised to make their own studies on the usefulness of any ingredient for a particular application. Recommended usage information is only provided as indication, and should not be considered as recommendations to use Minasolve SAS's products in violation of any laws, patents, or official regulations dealing with manufacture, composition, local procedures, product design, or end usage.

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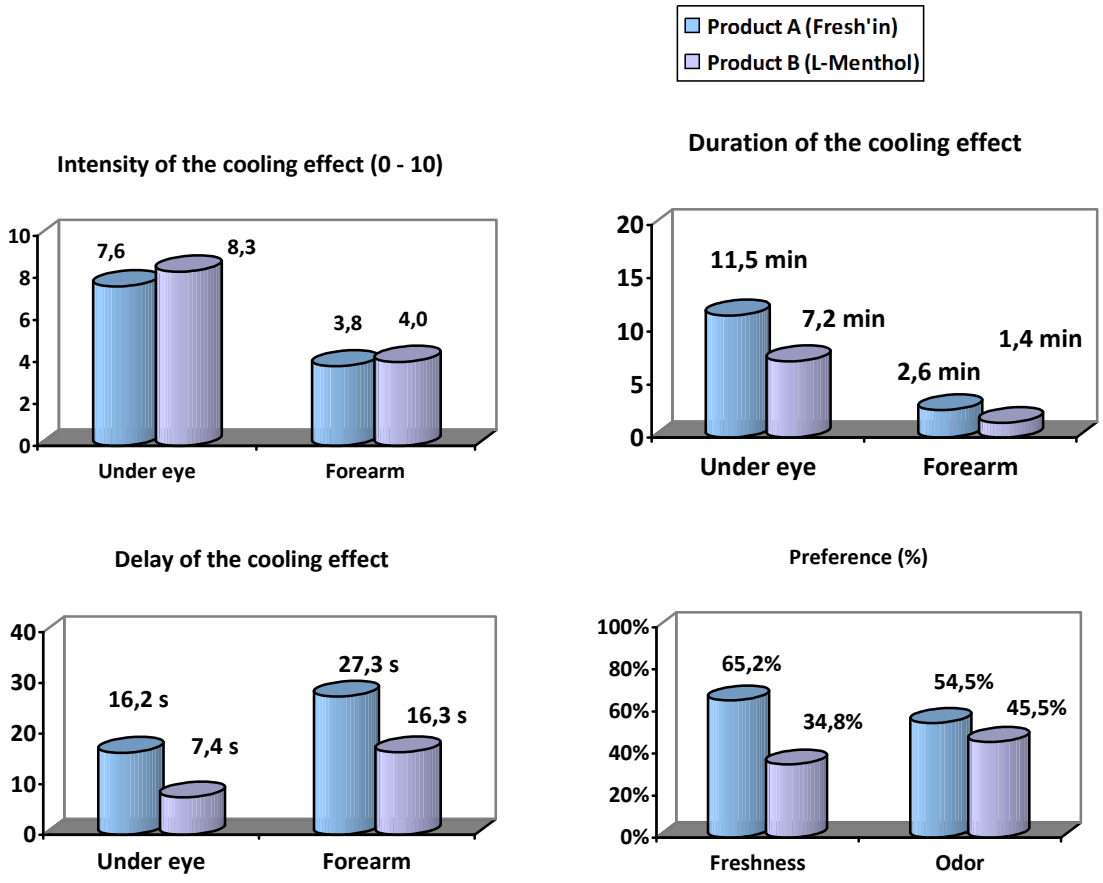
Performance

A comparative consumer test of **Fresh'in** vs. L-Menthol was carried out on a mixed population of 66 volunteers, aged 19 to 50. Both cooling agents were applied in a hydrogel at concentrations of 0.5 %. The following criteria were investigated:



Conclusion of the study:

- 2 out of 3 consumers prefered the cooling effect of **Fresh'in** over that of Menthol.

Cooling characteristics:

- Delayed cooling action
- Progressive refreshed feeling
- Long lasting cooling effect

Organoleptic properties:

- Displays a mild and pleasant fresh odour, no camphor-like note.

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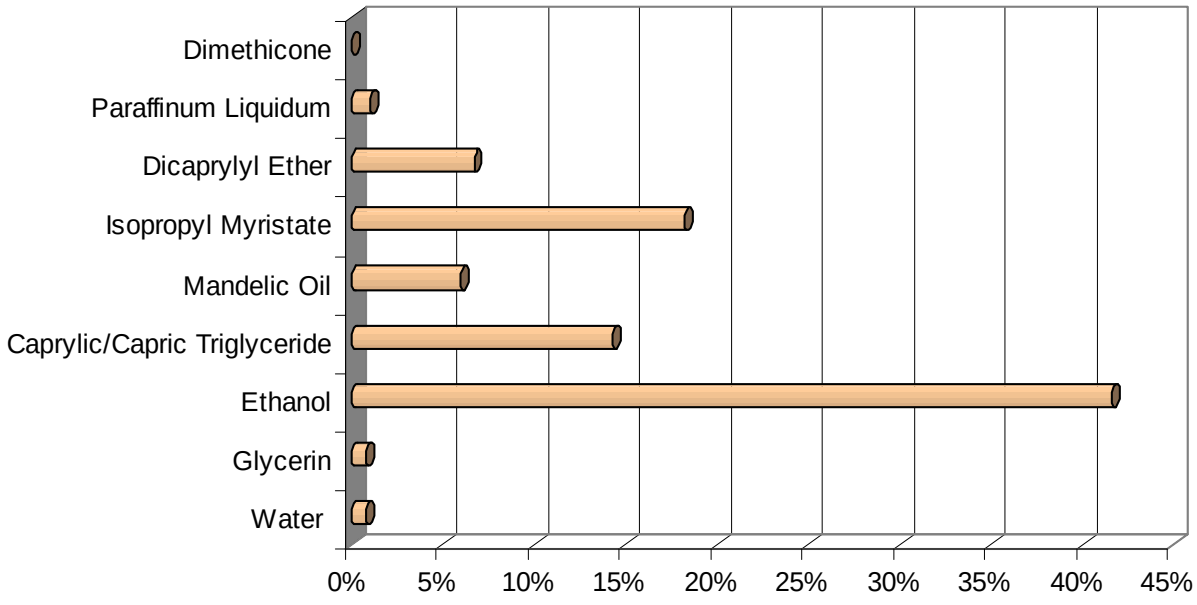
Formulation Guidelines

Fresh'in is a crystalline powder that can be solubilized at ambient temperature in solvents like alkanediols or alcohols.

Fresh'in can also be added to hot mixtures, as long as these are heated beyond the melting point of **Fresh'in** (> 64 °C).

The most effective cooling sensation is usually obtained when incorporating **Fresh'in** into aqueous mixtures, such as hydrogels or micellar waters. The cooling effect in lipophilic phases is typically less pronounced. However, the cooling effect will largely depend on the area of application. The most sensitive areas are generally the face and lips, as well as intimate zones. Incorporation of **Fresh'in** into a lipstick will therefore provide a longlasting cooling sensation, even if the formulation is water-free.

Solubility in cosmetic solvents



Bibliography

- Donald E. Pszczola, "Flavor Enhancement: Taking the Mask Off", *Food technology* **2004**, vol. 58, N°8, 56-69.
- John C. Leffingwell, "Cooling Ingredients and Their Mechanism of Action", *Handbook of Cosmetic Science and Technology,* 3rd ed., André O. Barel, Marc Paye, Howard I. Maibach, Eds., Informa Healthcare (Pub.), New York, **2009**, pp. 661-675.

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