



**LexFeel™**

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WOW Series

Inolex

100% Natural  
Sustainable  
Cyclomethicone  
Replacements

## WOW Series

### Why did Inolex create the LexFeel™ WOW Series of ingredients?

The industry has been progressing towards non-silicone technology for the past few decades. Silicones were revolutionary in the 1950s for the sensory that was now possible in cosmetic formulations. Since then, technological advancements from Inolex have paved the way for new categories of sensory emollients. Today, sustainability is of the utmost importance and non-silicone, plant-based sustainable emollients from Inolex are at the forefront.

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### Why are Silicone Alternatives a better solution?



Inolex's Silicone Alternatives maintain the functional and sensorial performance of your formulas while upgrading your product's sustainability profile.



Inolex's Silicone Alternatives overcome major sustainability challenges with silicone. They use renewable feedstocks, are biodegradable, and non-persistent in the environment.



Due to consumer concern, regulation changes, and the rise of silicone-free claims, brands are increasingly choosing alternatives with better environmental, social, and governance profiles.

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## LexFeel™

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### WOW

Triheptanoin (and) C13-16 Isoalkane (formerly C13-16 Isoparaffin)

#### 100% Plant-Based Cyclomethicone Replacement

Transform your skin and hair with LexFeel™ WOW! This lightweight emollient is designed to provide you with a powdery, non-greasy afterfeel. With complete sensory analysis results showing equivalency to cyclopentasiloxane (D5), LexFeel™ WOW offers you the same sensory and functional performance as the leading silicone-based emollient. Perfect for all skin and hair types, LexFeel™ WOW is especially effective in hair care applications. Enjoy silky smooth hair and skin with LexFeel™ WOW, the emollient with a sustainable difference.



## LexFeel™

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### WOW DT

C13-16 Isoalkane (formerly C13-16 Isoparaffin) (and) Heptyl Undecylenate

#### 100% Plant-Based Cyclomethicone Replacement with an Extra Dry Touch

Unleash the power of silky smooth skin with LexFeel™ WOW DT! This lightweight and fast-spreading emollient gives you the ultimate powdery, non-greasy afterfeel you've been searching for. With sensory and functional performance equivalent to cyclopentasiloxane (D5), you can trust that LexFeel™ WOW DT will exceed your expectations. Perfect for all applications, it's especially high-performing in antiperspirant and deodorant products. With superior pigment dispersion compared to cyclomethicone, and a reduced whitening effect, you'll get the sustainable performance your formulation deserves.



### Why formulate with the LexFeel™ WOW Series of ingredients?

LexFeel™ WOW ingredients were sustainably designed with the environment in mind. Guided by the principles of green chemistry and focused on a sustainable life cycle, you can feel good about using these ingredients. Our manufacturing process is solvent-free, low energy and uses 100% renewable plant feedstocks. Best of all, these cyclomethicone replacements are biodegradable and non-persistent in the environment - make the switch today and help preserve our planet and pursue the betterment of health, beauty, and wellness for generations to come.

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