

## SOLUTION SHOWCASE

# SUSTAINABLE PORTFOLIO OFFERING NUTRINOVA® POTASSIUM SORBATE BFX ECO-B

## A SUSTAINABLE, DROP-IN SOLUTION FOR THE HOME CARE INDUSTRY

Manufacturers in the home care industry are striving to reduce the environmental impact of their products and operations to meet sustainability goals. This results in a growing demand for raw materials with a reduced CO<sub>2</sub> footprint.

Potassium sorbate has a long history of safe use as a preservative in food, personal care and pharmaceutical products. It has excellent skin compatibility, is non-skin sensitizing and is readily biodegradable. However, up to now, it has only been available manufactured from fossil-based feedstocks.

Leveraging over 50 years of experience in manufacturing sorbates, Nutrinova is now introducing Nutrinova® Potassium Sorbate BFX ECO-B.



### BENEFITS:

- Drop in replacement, no requalification needed
- Up to 70% Carbon footprint reduction
- 100 % bio-carbon content (mass balance)
- Reduced use of fossil resources
- Non-skin sensitizing, suitable for 'H317 label free' products
- Compliant with ECOCERT, Nordic Ecolabel, EU Ecolabel ...
- Readily biodegradable
- Well established preservative with proven efficacy

Nutrinova® Potassium Sorbate BFX ECO-B has 100% bio-carbon content using a mass balance approach and a CO<sub>2</sub> footprint reduction of at least 70% as compared to our conventional, fossil resources based, potassium sorbate.

Nutrinova® Potassium Sorbate BFX ECO-B is manufactured using chemically identical, biobased feedstocks. Our unique manufacturing processes is kept unchanged. Therefore, there are no differences in the chemical and physical properties of the final product. No product requalification is necessary and the performance is not sacrificed.

The renewable feedstocks are derived from waste material and do not contain food or feed crops.

Thanks to the bio-based, mass balance approach, the use of fossil resources is reduced and the bio-based supply chain is supported.

## LEVERAGING THE PAST TO ENABLE THE FUTURE

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At Nutrinova, we are focused on expanding our portfolio with sustainable offerings to meet the growing customer and consumer demand for more sustainable products. Our Nutrinova® Potassium Sorbate BFX ECO-B is a sustainable, drop-in solution enabling our customers to reduce their CO<sub>2</sub> footprint and at the same time increase the usage of renewable feedstocks.



\*Certificates available on request

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**Contact:** [nutrinovasorbates@Nutrinova.com](mailto:nutrinovasorbates@Nutrinova.com)