

SOLUTION SHOWCASE

SUSTAINABLE PORTFOLIO OFFERING NUTRINOVA® POTASSIUM SORBATE NXT ECO-B

A SUSTAINABLE, DROP-IN SOLUTION FOR THE PERSONAL CARE INDUSTRY

Manufacturers in the personal care industry are striving to reduce the environmental impact of corporate products to meet their sustainability goals. This results in a growing demand for raw materials with a reduced CO₂ footprint.

Potassium sorbate has a long history of safe use as a preservative in personal care and cosmetic products. It has excellent skin compatibility 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 NXT 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
- Excellent skin compatibility
- Compliant with COSMOS, ECOCERT, Nordic Ecolabel, EU Ecolabel ...
- Readily biodegradable
- Well established preservative with proven efficacy

Nutrinova® Potassium Sorbate NXT ECO-B has 100% bio-carbon content using a mass balance approach and a CO₂ footprint reduction of at least 70% as compared to our conventional, fossil resources-based, potassium sorbate.

Nutrinova® Potassium Sorbate NXT ECO-B is manufactured using chemically identical, bio-based 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 NXT ECO-B is a sustainable, drop-in solution enabling our customers to reduce their CO₂ footprint and at the same time increase the usage of renewable feedstocks.



*Certificates available on request

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