

Macler\*

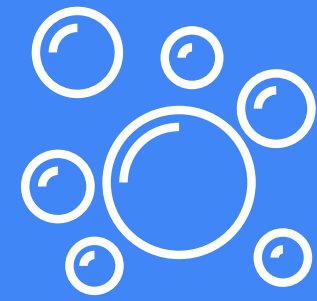
# Isogen Quali

Detergent Base

Advantageously replaces (*performance and cost*) Sulfonic Acid, Sodium Lauryl Ether Sulfate, Amide and Betaine.



# Applications



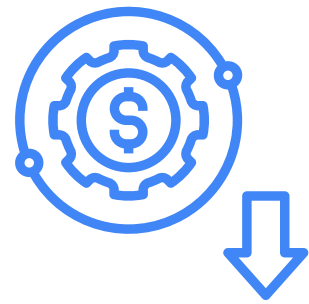
## HOUSEHOLD &I

Dish Washer  
Concentrated Dishwashing  
Concentrated Laundry Washing  
Clothes Washer

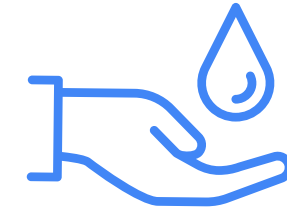


AUTOMOTIVE  
Automotive Shampoo  
Foam Wash

# Benefits



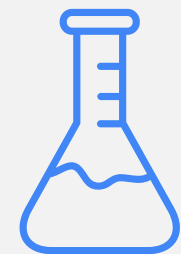
The only tensioactive in the formulation: **Reduces:** Cost, manpower, process time and raw material and storage space



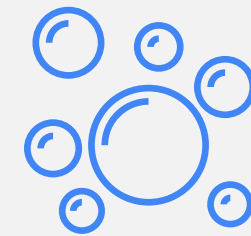
Low skin irritancy



Cold application



Formulations with **high stability.**  
*(low cloud point)*



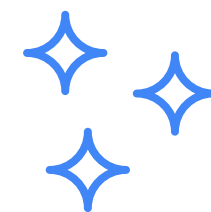
High foaming



Easy to dose  
*(Liquid Product)*



It solubilizes fragrance, no need for another emulsifier



High cleaning power



It is not required  
Neutralization



Odorless



Does not require the use of thickeners.



Dissolves quickly



Quickly biodegradable



Non-controlled product:  
Safe for the operator and for transport

Check out the **presentation** video

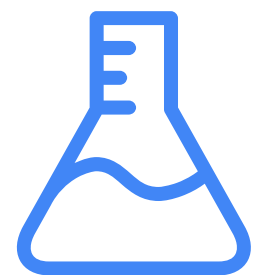


[https://youtu.be/\\_XtnyJ6xpy4](https://youtu.be/_XtnyJ6xpy4)

# Macler \* SmartLab



Contact our Smart**Lab** and see how Macler is able to deliver **much more** than just a sample.



We will take all our laboratory and **know-how** packed in the shape of a prototype of the product you intend to develop.

Live the **experience** of having a **strategic partner** at your service, count on Smart**Lab**.





Are you uncomfortable buying **blends**?  
Afraid of being in the power of a single supplier?

Unlike what has been experienced with global companies, which often end up taking products out of line and leaving the customer left in the lurch, Macler, through SmartLab is committed to generate solutions for the client's adversities. Including cases where the client wishes to change the blend for other raw materials. However, what happens in the vast majority of cases is that our blends end up delivering a unique

performance and present a better cost/benefit balance. Our performance, in over 30 years of life, is based on trust and reliability, and it is no different when it comes to supplying the Isogen line. Any product that, for some reason, needs to be discontinued, SmartLab works together with the customers developing an alternative for a new formula that is as efficient as the original one, with no impact on costs.

# ISOGEN

## Line

**Isogen** is a line focused on solutions for the sanitizing area developed by Smart**Lab**.



There are several solutions built with the results of years of research, development, and experience in both customer service and technical support in this market.

The Isogen product line solves situations such as: cost, performance, handling and process improvements, storage space.

**Macler\***

Our chemistry  
in **harmony**  
with your routine.

**Macler Produtos Químicos Ltda**

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