

**PRIME**

Line

Macler\*

# Prime AO40

**Surfactant**  
anionic



# Applications



## COSMETICS

Shampoos  
Liquid Soaps  
Bar Soap  
Make-up Remover  
Foam Baths  
Tincture  
Skin Cleansing  
Rinse-Off  
Foam Cleansing



## AGRO

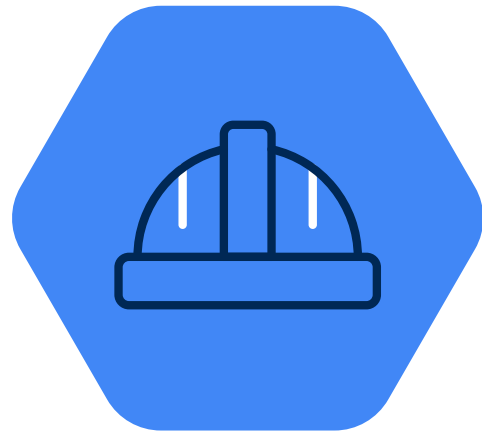
Emulsifier  
Humectant  
Field Marker

### Formulations:

**EC** (*emulsifiable concentrate*):  
Emulsifier, Moisturizer

**EW** (*emulsion in water*):  
Emulsifier

**ME** (*Microemulsion*):  
Emulsifier



**CONSTRUCTION**

**Concrete aeration**  
**Plastering compound**



**SANITIZERS**

**Foaming booster**  
**Caustic degreasers**  
**Soap Bar**

# Benefits

## Sustainability



Quickly **biodegradable**.



Low **toxicity**  
*(aquatic and human).*



Vegan.

## Technical Aspects



**Pronounced** foaming.



High **detergency**.



**Gentle** to the skin.



**Resistant** to hard water  
(Ca<sup>+</sup> / Mg<sup>+</sup>).



High **chemical stability**  
even at extreme pH's  
*(acidic and alkaline).*

## Process



Non-controlled product:  
**Safe** for operator and  
transportation.



**Liquid** product.  
Easy dosage!



Does not require  
**neutralization** with Soda  
*(Sodium Hydroxide).*

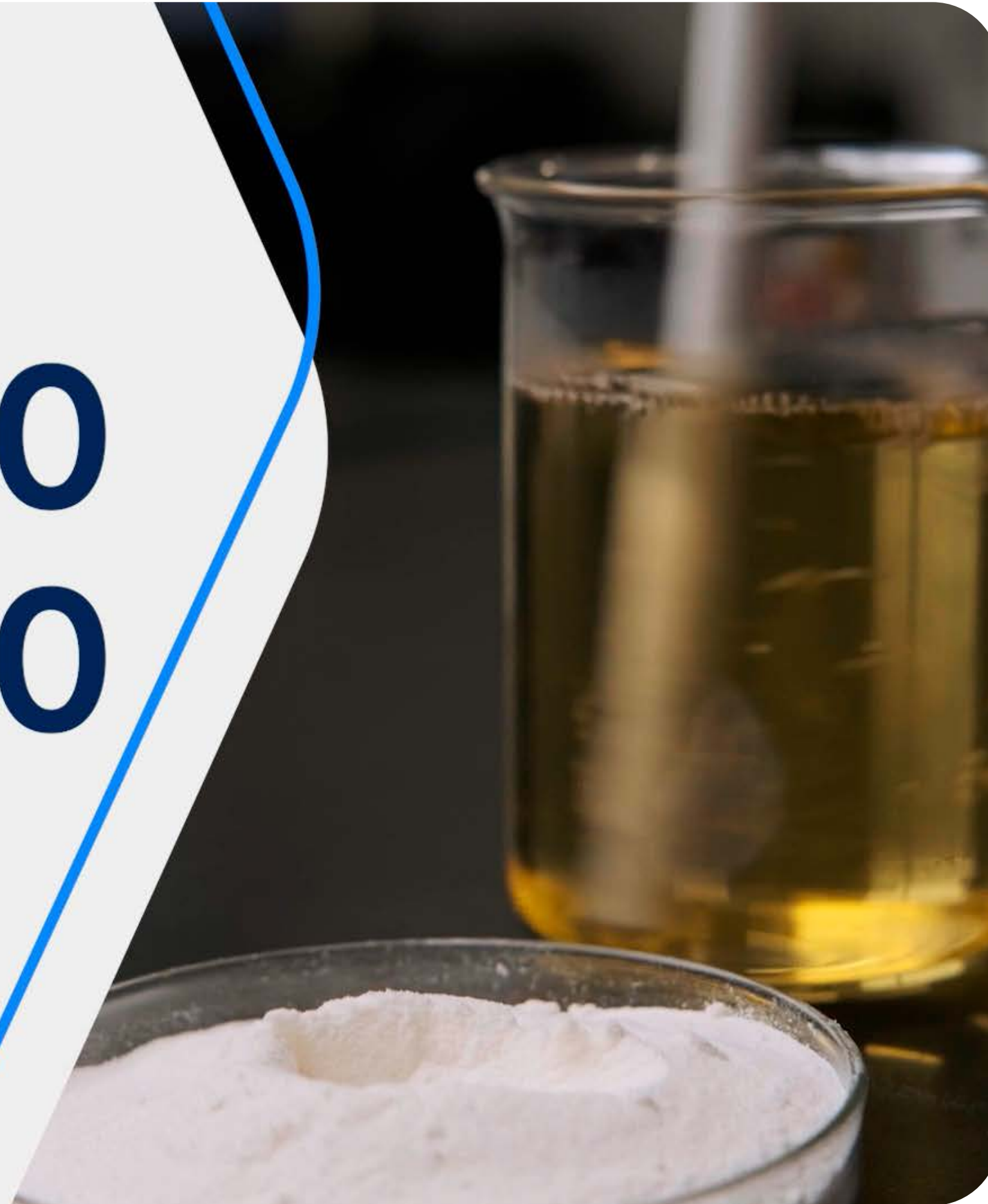
Check out the **presentation** video:

Macler\*

Prime **AO90**

Prime **AO40**

Molécules **de tensoativo**



[https://youtu.be/\\_eleH3PGNB8](https://youtu.be/_eleH3PGNB8)

# 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**.



# PRIME Line

**Prime** is a line of special molecules that solve a wide spectrum of difficulties for formulators

The products in this line demand knowledge and previous experience in order to make the development work more efficient and less costly.

Most of the time, when specialties are applied without the proper know-how, they become costly, which for us, is nonsense.

Yes, technology should come in the interest of efficiency, but also of competitiveness and, above all, the generation of increased value.

For this process to be as productive as possible, our SmartLAB goes on with the technical support directing the formulator and, often, suggesting we develop the solution internally.

**Macler\***

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

**Macler Produtos Químicos Ltda**

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