



QUALITY PROTECTS.

QUALITY WORKS.

LANXESS
Energizing Chemistry

Kalama® and Purox® Benzoate Preservatives for Personal Care

- **Globally Trusted:** Safe and effective in formulations up to pH 6.5 (approved for use in leave-on and rinse-off products)
- **Highest Purity Available:** Virtually odorless and colorless (superior color stability over other paraben alternatives and low-purity benzoates, which may yellow), low water content
- **Versatile:** Can be used in combination with other materials or boosters to extend preservation
- **Green:** Listed for use in products certified under green label programs, such as Ecocert, COSMOS, EU Ecolabel, and Nordic Swan
- **Gentle:** Sodium Benzoate is considered non-irritating to the skin by a WHO assessment

A Safer Alternative for Personal Care & Cosmetics

Kalama® and Purox® Sodium Benzoate, Benzoic Acid, and Benzyl Alcohol are safe, effective solutions to preserve freshness and maintain the integrity of personal care formulations — controlling yeasts, molds, and bacteria in formulations up to pH 6.5 — while also meeting consumer demand for **clean labels without parabens, formaldehyde donors, or sensitizers.**

Kalama and Purox benzoate preservatives offer an **optimal balance of preservative efficacy, economy, and a consumer-friendly profile.**

Ultra-Pure Ingredients from a Reliable Supplier

While benzoic acid occurs naturally in many fruits, cloves, and cinnamon, Purox benzoic acid is synthetically produced at our world-scale facilities in Kalama, Washington, USA and Rotterdam, Netherlands. It is also used to produce our high quality benzoates at our FSSC 22000-certified operations, a GFSI-recognized certification program.

Using an innovative purification technology, LANXESS produces the purest grade of benzoic acid available—with a **guaranteed purity level of at least 99.98%**—to meet the highest quality standards of our customers. It is considered GRAS (U.S. FDA) and approved by the EU Commission for permitted uses and levels.



