

# DeoPlex®

## Natural Deodorizing Active

June 2011





## Two Versions

1. DeoPlex®



2. DeoPlex® Organic - USDA  
NOP Certified Organic



the**natural**seal



Natural Products Association Standard and Certification Program for Personal Care Products

Natural Products Association  
**Certified Natural  
Personal Care Product**

*Awarded to*

**DeoPlex Clear**

INCI: Saccharomyces Ferment

Certification # 525-000FN , Expires August 27, 2012

**Carrubba Inc.**  
70 Research Drive  
Milford, CT 06460. U.S.A.

A handwritten signature in blue ink that reads "Daniel Fabricant".

*Daniel Fabricant, Ph.D., Vice President of Scientific Affairs*



## DeoPlex® Natural Deodorants

Eliminate malodors caused by human perspiration and waste, pets, mildew, smoke, food, and thios

## + A Natural Solution to Odor Control

- Safe and effective odor neutralization based on fermentation technology.
- Vegetable feedstock

## + Method of Deodorization:

Enzymes naturally catalyze the conversion of a wide range of malodorous substances to their heavier molecular weight, non-odorous salt forms.

## + Enzyme Groups

- Hydrolases
- De-esterases
- Reductases
- Oxidases

## + Odor Control Actions

- Oxidation
- Van der Waals Forces
- Hydrogen Bonding
- Reduction
- Neutralization
- Substitution

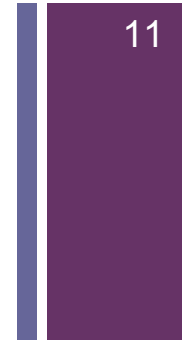
## + Product Advantages

- Wide Spectrum of Odor Reduction Effectivity
- Natural/Organic
- Mild and Non-Toxic
- Environmentally Friendly
- Water Soluble
- Light/No Color

# + Applications:

- Underarm Deodorant
- Baby Care
- Foot Care
- Feminine Hygiene
- Household Products
- Liquid and Bar Soaps
- Pet Care Products
- Cosmetic Base Odor Neutralization
- Depilatories, Permanent Wave Solutions

# + Typical Usage Levels



- Underarm Stick 2.0-3.0%
- Liquid Soap 0.5-1.0%
- Bar Soap 1.0%
- Pet Care 3.0-5.0%
- Lipstick (Castor Oil) 0.5%

## + Formulating Concerns

- Fragrance Compatibility
- pH (2.5 - 9.5)
- Heat
- Alcohol <24%

## + Underarm Deodorant

- Kiss My Face Active Enzyme Deodorant
- Hugo Naturals Dual Action Formula Deodorant
- Jason Naturals Roll-On Deodorant
- Nourish Organic Stick Deodorant

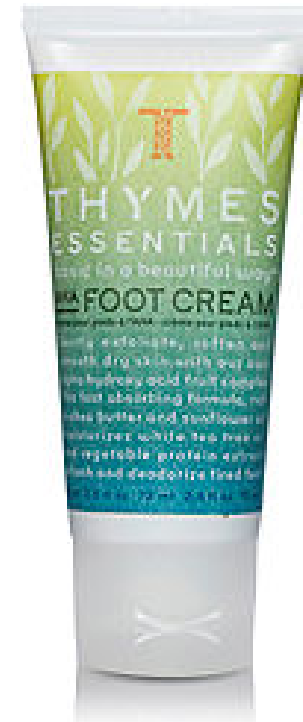


**CARRUBBA** inc. 

# + Foot Care

## ■ Thymes Essentials:

- AHA Foot Cream
- Foot Soak



# + Feminine Hygiene

## ■ Avon Simply Delicate

- Feminine Wash
- Deodorising Spray



# + Household Products

- Crabtree & Evelyn
  - Cooks Citrus Wash
- Mrs. Myer's Clean Day Countertop Spray
- Hunter's Specialties Scent-A-Way Garment Wash



## + Household Products

- Mellerud
  - German household odor eliminator
- Emzone
  - Canadian auto odor eliminator



## + Liquid Soap

- Thymes Lavender Handwash

