

MOISTURIZE WITH CHAE Emulsifier Free Technology

Chae Organics has now launched a number of unique products based on the development of moisturizing systems free of toxic and destructive emulsifiers. Our formulas are based on two moisturizing stability systems: Liquid Crystals and Oleosomes.

What Don't We Use And Why: Soap & Detergent Emulsifiers

Borax and other soaps were the basis of creating creams many years ago. The high pH (alkalinity) and degreasing nature of these chemicals degrade the oils so they will be more compatible with water. Oil and water do not mix. One part of an emulsifier system breaks down (degrades) oil so that is no longer triglycerides. The other part of an emulsifier makes water wetter so that it is less resistant to oil. They may now be compatible with each other, but they are not good for your skin. You can do a little experiment and see for yourself. Take some vegetable oil and rub a light coat onto clear glass (a plate or glass). Then take some inexpensive dish soap and rub a little bit into the oil. It will turn white as you degrade the oil molecules and you have the beginning stages of an emulsion. Even today, many synthetic emulsifiers are based on this same concept with man-made ingredients such as:

The problem with these emulsifiers is that when the moisturizer is applied to the skin, the soap / detergent part of the formula continues to "work" at breaking down on the oils and water inside the skin. This is why most moisturizer leave the skin dryer after using a moisturizer than if they had used nothing at all.

PEG - Ethoxylated Chemicals (also see attached articles)

Chae's Liquid Crystal Stability System:
Cetearyl & Sorbitan Olivatate (from Olive Oil)

A natural, non-GMO, non-ethoxylated, new generation skin treatment derived from olive oil. Richly hydrates and penetrates skin, allowing it to retain moisture without clogging pores.

A totally safe, hypoallergenic ingredient provides physical stability and thickness to creams and lotions. This is a relatively new system, created for cold batching and to give companies freedom from PEGs and other drying emulsifiers. (see explanation in Oleosomes). Added to specific Muscadine 20 moisturizers, the Oliviate Liquid Crystal Matrix adheres to skin and reduces the trans-epidermal water loss without solubilizing the skin proteins and lipids. Being very similar to the human sebum in composition and made totally with natural raw materials, Oliviate provides retention of skin moisture and increases active ingredient's resistance to water and/or sweat. Free from soap and ethoxylated processing.

Chae's Oleosome Stability System:

Carthamus Tinctorious (Safflower) Oleosomes

Safflower oil and safflower protein molecules that acts like a liposome that creates a gel network. for making extraordinarily mild, emulsifier free, cold process serums, lotions and creams. The advantage is the ability to eliminate the drying effects of most emulsifiers.

Liquid Crystal Matrix is formed to stabilize oil and water in a formula without the negatives of typical emulsifiers

Skin benefits include long lasting moisture retention and excellent moisture barrier protection. Ideal for sensitive and damaged skin.

What are the benefits of **Chae's Oleosome** Serums and Moisturizers?

- **Improved Skin Health:** Rebuilds the skin barrier faster by retaining skin lipids
- **Superior Moisturization:** Improves uptake of moisture twice as fast as non-ionic based emulsions.
- **Long Lasting Performance:** Extends absorption of moisturization and active ingredients.