

## VELAFRESH® ZP75

### Plant-based odor neutralization

VELAFRESH® ZP75 is a 100% plant-based polymeric zinc complex odor neutralizer powder that delivers unmatched formulating, use and cost advantages especially for anhydrous formulations. It has excellent odor neutralization, is highly water soluble, and leaves no residual deposits on skin or fabric upon drying. VELAFRESH® ZP75 does not interfere with natural perspiration and is compatible with the natural skin microbiome. VELAFRESH® ZP75 does not require surfactants, chelants, or solubilizers to formulate making it a cost-effective choice for odor neutralization.

Applications:	Advantages:	Physical & Chemical Properties	
<ul style="list-style-type: none"> <li>• Anhydrous deodorant sticks</li> <li>• Roll-ons, creams, lotions</li> <li>• Dry shampoo</li> <li>• Foot powders</li> <li>• Body powder</li> <li>• Oral care</li> </ul>	<ul style="list-style-type: none"> <li>• Neutralize odors – fast &amp; permanent</li> <li>• 100% plant-based powder</li> <li>• Leaves no residues or stains</li> <li>• Effective in anhydrous skin and hair products for body and environmental odors</li> <li>• Compatible with skin microbiome</li> <li>• Excellent in underarm deodorants</li> <li>• COSMOS approved</li> </ul>	CAS#	1662663-05-9
		Active zinc	7.5wt%
		pH	7.0
		Odor	None
		Average molecular weight (Mn)	5000 g/mole
		% Active	93%
		Chemical class	Sodium zinc polyitaconate
		Preservative	Pentylene glycol & phenylpropanol (ecocert approved)
		Appearance	Yellow powder
		Bulk density	800 g/L

### Concentrated plant-based freshness

VELAFRESH® ZP75 is the safe, cost-effective, sustainable choice for odor neutralization. The new concentrated powder allows for high performance with lower dosing. VELAFRESH® ZP75 is very effective on body, foot, and environmental odors making it the top choice for anhydrous underarm, hair, body, and foot deodorant formulations.



## Fast efficacy on major malodors

VELAFRESH® ZP75 acts by neutralizing volatile malodor molecules at the source and prevent them from being detected by the human nose.

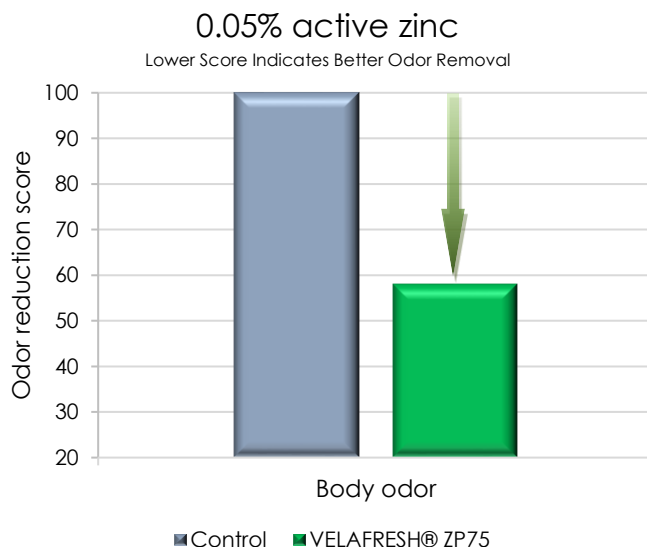
VELAFRESH® ZP75 binds quickly to neutralize odors caused by sulfides, mercaptans, thioethers, amines, ammonia, foot and body odor. The technology has no substantive interference with natural perspiration and does not cause skin sensitization or irritation.

	Odor	Chemistry
✓	Spicy	3-hydroxy-3-methyl-hexanoic acid
✓	Musky	3-hydroxy-2-hexanoic acid
✓	Onion-like	3-sulfanylhexan-1-ol
✓	Sweaty	Isovaleric acid
✓	Cheesy	Butyric acid
✓	"Old Age"	2-nonenal
✓	Hair Treatment	Ammonia
✓	Perm smell	Ammonium Thioglycolate
✓	Foot odor	Propanoic acid
✓	Foot odor	Methanethiol

## Effective in everyday beauty & hygiene products

VELAFRESH® ZP75 is effective, leaves no residues, and is easy to formulate into all forms of beauty and hygiene applications, including deodorant sticks, roll-ons, creams, lotions, foot powders, dry shampoos, body powder, toothpaste, and mouthwash.

Independent laboratory testing confirms efficient reduction of body odor with VELAFRESH® ZP75 at a zinc activity of 0.05wt%.



## Samples upon request

Please email request to: [samples@itaconix.com](mailto:samples@itaconix.com)

## To request information on ordering quantities and pricing

Please call: +1 (603) 775-4400 or email: [sales@itaconix.com](mailto:sales@itaconix.com)



Polymers for Better Living™

2 Marin Way, Stratham, New Hampshire 03885, USA. • +1 (603) 775-4400.

[www.itaconix.com](http://www.itaconix.com)

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