

# Fumaric Acid in Personal Care Products

## Eliminates Side Effects Associated with Antidandruff Treatments

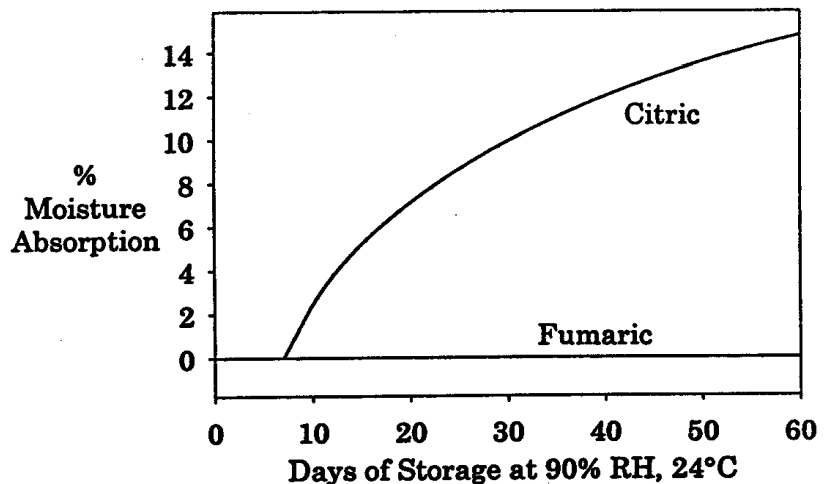
Fumaric Acid has been found to be an effective antidandruff ingredient without the typical side effects of other antidandruff treatments such as itching and increased sebum activity.

## Provides Effervescence

Using Sodium Bicarbonate in combination with Fumaric Acid provides controlled effervescence in effervescent bath salts. As Fumaric Acid dissolves, it reacts with sodium bicarbonate and causes effervescence.

## Is Non-Hygroscopic

Fumaric Acid **extends the shelf life of dry personal care products** because it does not absorb moisture during storage and distribution. It also eliminates caking problems for the acidulant during storage and handling in the plant.



**RECOMMENDATIONS FOR USE:** The level of use depends on the application. Trials are normally run to determine the effectiveness of different treatments before using these on a commercial scale.

**BARTEK**

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