



NERASOFT S10

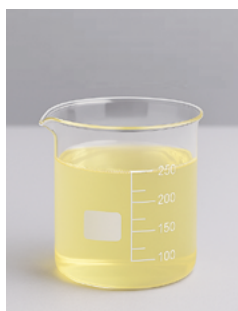
Unlocking the future
of fabric softeners

NERASOFT S10 is a cationic surfactant, designed to tackle a variety of technical challenges, seamlessly connecting with the needs of modern consumers, as it addresses some of the limitations found in currently used ingredients in fabric care.

NERASOFT S10 disperses quickly in water, even at low temperatures, forming stable, opaque dispersions. This unique performance enables the creation of new sustainable formats, including highly concentrated and waterless fabric softeners, without compromising fabric care performance or product stability.

With **NERASOFT S10**, manufacturers can advance towards a truly sustainable product portfolio, offering consumers fabric softeners that combine performance, care, and environmental responsibility.

PRODUCT CHARACTERISTICS



• Liquid at room-temperature:

Can be stored, handled, and transported without heating, reducing energy use.



• Suitable to formulate waterless concentrates:

It is mixed with fragrances at room temperature. This step is a key feature of the product.



• Fast and cold dispersion:

Waterless concentrate can be dispersed very fast even in tap water, without heating. It is not sensitive to water hardness, showing high stability of formulations also in presence of electrolytes.

APPLICATIONS

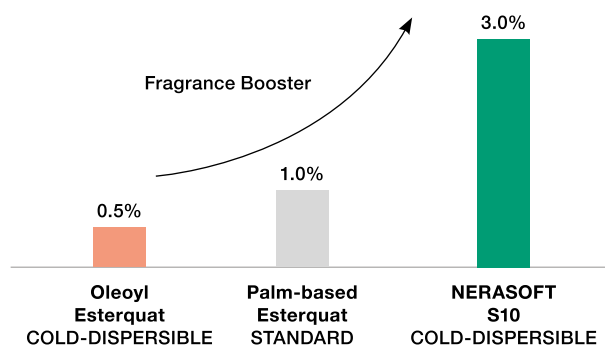
1. Formulation of fabric softeners and fragrance boosters at room temperature with high amount of fragrance loading.

Waterless concentrates can be diluted very fast in cold water, improving the efficiency of the process, reducing energy, time and cost.

NERASOFT S10 can disperse a high amount of fragrance, obtaining stable formulations compatible with encapsulated fragrances.

Fragrance loading

% of fragrance in a 5% active formulation





D-331

FRAGRANCE BOOSTER WITH FABRIC CARE PROPERTIES

COMPOSITION	%
NERASOFT S10	6.7
KAO Fragrance	0.5-3.0
Dye(s)	q.s.
Preservative	0.1
Water	Up to 100

2. It enables the development of innovative, sustainable formats such as:

A. Dilutable fabric softeners: waterless formulation can be diluted by the consumer using tap water and hand-shaking. Formulations are stable and can have a high fragrance loading.



Image of fabric softener formulated using tap water at room temperature. Consumer adds the waterless concentrate and the tap water. Resulting fabric softener is stable for at least one year at room temperature and can be used as a standard softener.

D-334

WATERLESS DILUTABLE FABRIC SOFTENER

COMPOSITION	%
NERASOFT S10	85.0
KAO Fragrance	15.0
Dye(s)	q.s.

B. Ready-to-use waterless fabric softeners: Waterless concentrate can be added directly to the washing machine as:

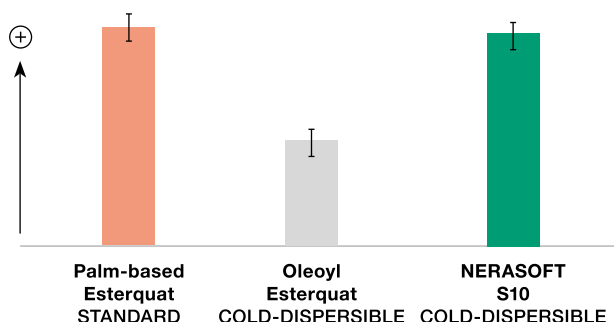
- Liquid unit dose for short cycles.
- Self-dosing bottle.
- Self-dosing smart washing machine.

PERFORMANCE

NERASOFT S10 provides optimal **sensorial softness** and **fragrance deposition** in wet and dry conditions, like a standard **palm-based Esterquat** and higher than current cold-processable Esterquats (**Oleoyl Esterquat**).

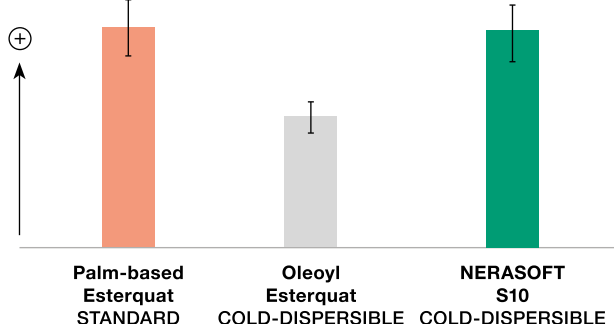
Sensorial Softness

(20°C, 60%RH – Cotton towels)



Fragrance intensity

(20°C, 60%RH – Cotton towels)



Moreover, **NERASOFT S10** keeps the moisture management of cotton clothes through the fibres, increasing thermal comfort during wear. It reduces the drying time and provides fibre protection with increased abrasion and pilling resistance, enlarging the lifetime of our daily clothes.

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