

ISOGEN
Line

Macler*

Isogen TXT 200

Cationic active for
high-performance,
cost-competitive **softener**





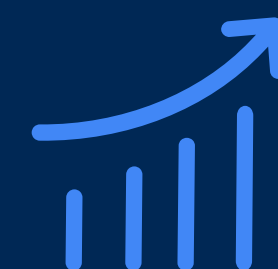
Applications



HOUSEHOLD

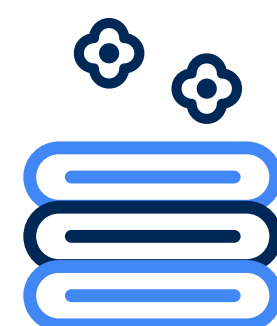
- Traditional Softeners
- Concentrated Softeners
- Baby fabric softener
- Easy ironing

Benefits



Approximately 4x more active than traditional cold-process bases on the market

Better consumer experience



Greater fragrance retention and better scent perception on clothes



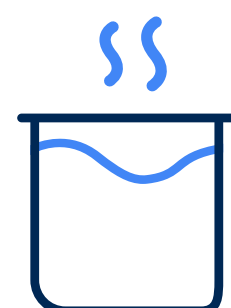
Flows easily and disperses quickly, **reducing the risk of lumps**



No yellowing or staining on the fabric



Higher softening power and a more noticeable soft feel



Does not interfere with the fragrance's olfactory profile.



Hypoallergenic, allowing for the development of gentler formulations

Benefits

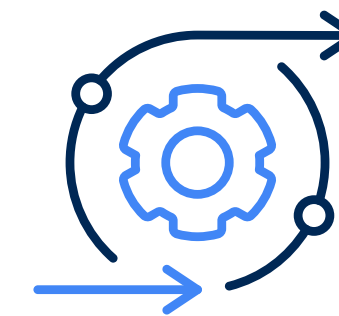


Rapid dispersion, ensuring batches are ready in up to 15 or 20 minutes*

Simple process and formulations with excellent cost-benefit



Up to 30% reduction in fragrance dosage



Possibility of direct **pumping from the drum to the tank.**



Cold application



High viscosity



High stability

**if appropriate equipment is used*

Check out the product **presentation** videos

Technical Video

Fabric softener with Isogen TXT 200



 <https://youtu.be/EBpGf53NVK4>

 https://www.youtube.com/watch?v=r1_rlJFM6o4&t=8s

Line

ISOGEN

Isogen is a line focused on solutions for the sanitizing area developed by Smart**Lab**.



There are several solutions built with results of **years** of research, development, and experience in customer service and technical support in this market.

Isogen Line solves situations such as: cost, performance, handling and process improvements, storage space.



Are you uncomfortable buying **blends**?
Afraid of being in the power of a single supplier?

Unlike what has been experienced with global companies, which often end up taking products out of line and leaving the customer left in the lurch, Macler, through SmartLab, is committed to generate solutions for the customer adversities. Including cases where the client wishes to change the blend for another raw materials.

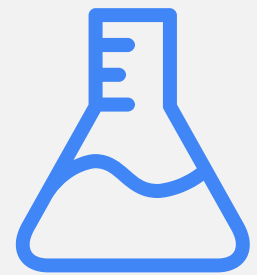
However, what happens in the vast majority of cases is that our blends end up delivering a unique performance and a better cost/benefit balance. Our performance, in over 40 years of life, is based on trust and reliability, and it is no different when it comes to supplying the Isogen Line.

If any product, for some reason, needs to be discontinued, SmartLab works together with the customers developing an alternative for a new formula as efficient as the original one, with no impact on costs.

Macler * SmartLab



Contact our Smart**Lab** and see how **Macler** is able to deliver **much more** than just a sample.



We will take all our laboratory and **know-how** packed in the shape of a prototype of the product you intend to develop.



Live the **experience** of having a **strategic partner** at your service. Count on Smart**Lab**!

Macler*

Our chemistry
in **harmony**
with your routine

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