

## Defining future of cleaning in Home Care- New Surfactants Enabling Lower Carbon Footprint of Cleaning Products

Accelerated by the rapid climate changes, sustainability and the reduction of Carbon Footprint are definitively the major innovation drivers in Home Care, for the entire value chain from raw material suppliers to consumers. Improving the sustainability profile will not be achieved by a single means but through a combination of approaches.

At the feedstock level, surfactants made from recycled carbon are set for a promising future. Through their collaboration, LanzaTech and Dow have launched a new surfactant made from the conversion of carbon emissions while enabling low temperature cleaning.

Household care consumers' demand for safer, non-toxic, bio-sourced, and sustainable products is increasing. This growing interest is coupled with stringent ecolabel schemes promoting more sustainable solutions.

These trends have led to increased interest in recycled carbon surfactants, based on recycled carbon having targeted performance.

Dow is expanding its portfolio of sustainable surfactants by adding recycled carbon technology to help brand owners meet the sustainability and performance goals for their formulations.

In addition to this recycled carbon surfactants also enables good primary cleaning at low temperatures which further reduces the in-use carbon footprint during wash.

The presentation will cover the fundamental properties, structure property relationship, interfacial properties, and benefits of these recycled carbon surfactants in various home care applications across formats with consumer relevant benefits.