



Luxtra emollients are exclusively produced from sustainably sourced plant-based feedstocks using an advanced technology platform. Pure, non-polar oils with exceptional moisturizing properties provide novel Clean Beauty ingredients as alternatives to petroleum-based paraffins & silicones. A unique class of premium, ultra-high purity emollients with 'luxurious' aesthetics, and offer 'extra' performance make Luxtra designer emollients ideally suited for hair, face and body products alike.

Luxtra® LIGHT	Exceptionally light & dry feeling oil with enhanced solvency and high slip and fluidity.
Luxtra® PURE	Delicate oil with excellent penetration properties for added moisturizing, soothing, and active delivery in personal care products.
Luxtra® RICH	An unctuous oil without a greasy after feel, adds richness and nourishment with excellent spreadability to form an occlusive barrier for moisture retention.

FEATURES	CORE BENEFITS
Renewability	100% renewable carbon, biodegradable, and without any of the impurities typically found in petroleum-based products
Aesthetics	Luxurious touch, Colorless liquid, Rich textures without greasy after feel
Solubility	Soluble in plant oils, mineral oils, cosmetic solvents Insoluble in water, slightly soluble in alcohol
Ease of Formulation	Non-comedogenic, readily forms stable emulsions, stable across a wide range of pH

Luxtra® Personal Care

Naturally-Sourced High Performance Emollients

TYPICAL PROPERTIES

PROPERTY	METHOD	LIGHT	PURE	RICH
Appearance	Visual	Colorless liquid	Colorless liquid	Colorless liquid
Density @ 15°C (kg/L)	ASTM D4052	0.783	0.819	0.835
Viscosity @ 20°C (cP)	ASTM D7042	3.5	36	121
Viscosity @ 37°C (cP)	ASTM D7042	2.3	16	47
Viscosity @ 60°C (cP)	ASTM D7042	1.6	8.3	22
Bromine No. (g Br ₂ /100g)	ASTM D1159	71.2	< 1	< 1
Biodegradability (%)	OECD 301B	>70%	> 60%	> 20%
Biobased Carbon Content	ASTM D6866	100%	100%	100%
Naturally Derived Index	ISO 16128	1.000	0.995	0.995

Typical properties are average values only and do not constitute a specification. Minor variations that do not affect product performance are to be expected during normal manufacture.

PERSONAL CARE APPLICATIONS: Skin, Sun & Body Care, Hair, Makeup and Cleansers

USAGE LEVEL: Up to 100%, combine grades to create the precise aesthetic your customer desires

INCI DESIGNATION: Isohexadecene (LIGHT), C32-54 Isoalkane (PURE & RICH)

NOVVI STORY: Founded for the purpose of creating breakthrough alternative materials to remove legacy paradigms that 'better for the planet' materials lack performance. With an emphasis on CO₂ reductions, solution-driven molecules and cost competitiveness, Novvi forged a platform to convert responsibly sourced plant material to designer oils as alternatives to petroleum-based products, that will usher in an era of high-performance sustainable ingredients.



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Corporate Headquarters:
1600 Harbor View Pkwy., Ste. 250
Alameda, CA 94502 USA

Website: www.novvi.com
Email: info@novvi.com