



# Syndopour 200-MB

# Solid Format Products Leading the Way in 2022

Solid format bath, body and shower products have been around for centuries, traditionally made with oils or fats, mixed with water and lye to saponify and create soap. However, there are other types of solid format bars in the market, defined under the term 'soap free' and more commonly known as syndets which are made from a blend of surfactants. Then there are combi bars which blend the two, a soap and syndet mixed together, possibly the most famous household combi bar is Dove, which first launched in 1955.

Soap free syndet bars have a lower pH than traditional soap, with a balanced pH between 5.0 – 6.0 therefore suitable across a range of products. Applications vary from cleansing shampoo bars, moisturising beauty bars to specialist skin care bars which are gentle on the skin.

Historically, syndet products have required large volumes and specialist manufacturing equipment to process into bars, which meant many businesses and brands couldn't access syndets which are in sync with growing market demands for sustainable alternatives to liquid products like bodywash, shampoo and conditioners.

It's only with recent innovation, Stephenson can now offer Syndopour 200-MB, a Melt & Pour base without the need for specialist equipment, providing new opportunities for brands and manufacturers looking to diversify their existing range with tailored bars for skin and hair.



# What are the Key Consumer Drivers for Solid Format Products

Here are some of the most prominent key drivers;



## Sensitive Skin

COVID-19 created an anxiety of washing and sanitising our hands more than ever. This creates irritation on the skin from the constant removal of natural moisture on our hands which has had a significantly negative impact on our hands. Mild Syndet products help keep hands hydrated and clean, retaining natural moisture to prevent irritation from over washing.



## Concentrated products

In an effort to reduce carbon footprint, brands are turning to concentrated and waterless products to help minimise their impact on the environment.



## Transparency

With eco and environmental claims on the rise, brands must tread carefully when applying claims and commitments to the products they promote. Consumers are hot on the tail of brands willing to greenwash their way into consumers shopping baskets.

Consumers have become extremely eco and environmentally conscious, they want to know what brands are doing to limit their environmental impact. Over the last five years there has been a significant shift in consumer habits who look to limit their impact by cutting their energy emissions, reducing single use plastic consumption, conserving water supplies and protecting biodiversity on the planet.

**According to Mintel, 58.6% of soap, bath and shower launches in Europe in 2021 had an ethical and environmental claim\***

As solid format products grow, an emerging claim to help combat

water waste and carbon footprint is concentrated products. In 2021 brands such as Foamie, Ethique and Kind2 all launched solid format shampoos that claims its product lasts longer than their liquid alternative.

\*A YEAR OF INNOVATION IN SOAP, BATH AND SHOWER 2021, MINTEL

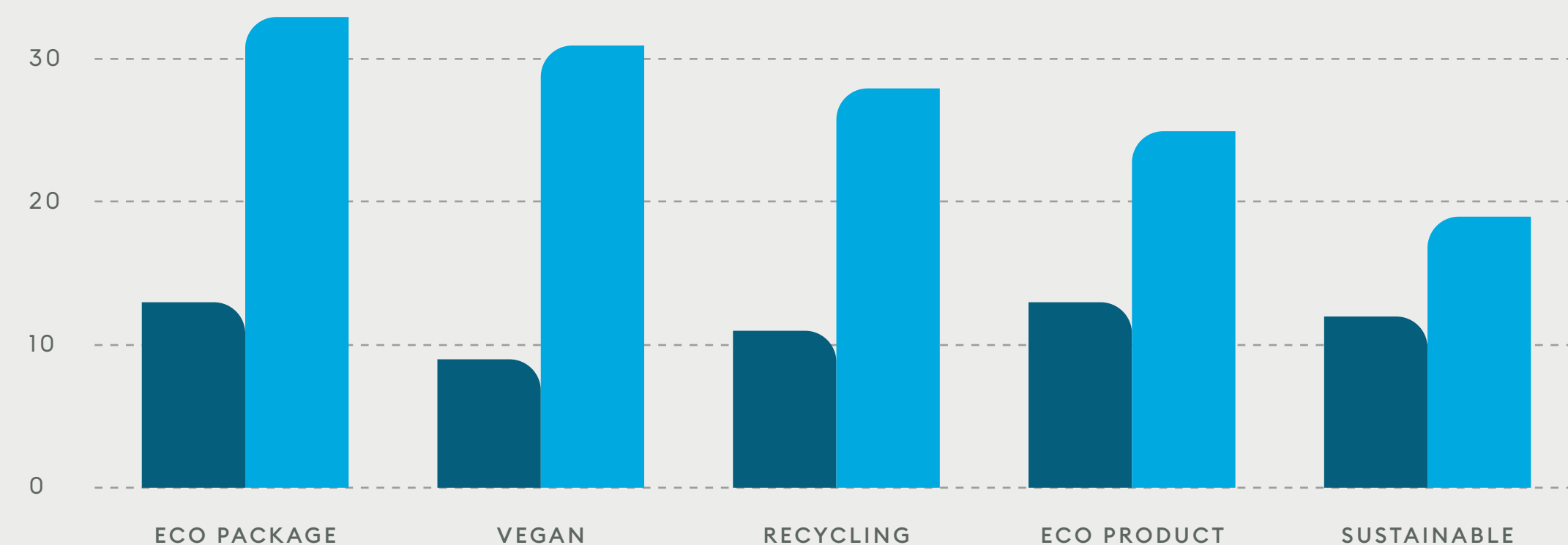
As product innovation continues, brands can offer solid alternatives to common liquid products. Waterless, concentrated and environmentally friendly packaged products are no longer trends; they've become staple products in small, medium and large brand product portfolios.

## ECO CLAIMS CONTINUE TO BE THE FASTEST GROWING

Eco and ethical claims are both **above average** and amongst the fastest growing in Europe.

Europe; soap, bath and shower product launches by fastest-growing claims, 2016-17 vs 2020-21

■ Jul 2016 - Jun 2017  
■ Jul 2020 - Jun 2021





# Opportunities for Innovation

Global brands such as Garnier and L'Occitane have dipped their toe into this market. But others remain to follow, businesses can take advantage of this and grab a piece of the market before others join in.



## Selfcare & Wellbeing

We've seen this trend develop as we last mentioned selfcare and wellbeing in our [Solid Insight Guide](#) October 2021. Consumers continue to investigate new ways to explore products with selfcare rituals like bathing and full body moisturising, brands need to highlight and attract positive reasons to adopt a healthy body and mind lifestyle, which authentic and transparent brands will continue to deliver.



## Define What Value Means Through Innovation

As new product concepts emerge in the market, consumers expect more than cleansing claims. Additional benefits that can add value to user experience such as anti-inflammatory or skin rejuvenation will captivate consumers and create loyal product advocates.



## Sustainability Trends Continue To Drive The Market

Eco-consciousness and sustainability claims are growing amongst consumers. Brands and manufacturers have an opportunity to drive this trend with innovative concepts for packaging-free, solid/ waterless formats and refillable concepts.





Plastic-free  
beauty sales  
grew 900%  
in 2021





## Sustainable Ingredients

Using ethically sourced ingredients provides transparency for consumers and enhances brand reputation. Adopting more environmental initiatives, brands can implement a Corporate Social Responsibility (CSR) policy to show their commitment to more sustainable/environmental business practices.

Brands can educate how palm oil is used in products, listing on pack and on their website which key ingredients are derivatives from palm and highlighting they are sustainably sourced. Consumers can identify brands that adopt sustainable palm policies strengthened by certifying organisations like Roundtable on Sustainable Palm Oil (RSPO) and Rain Forest Alliance, where logos can be used on primary and secondary packaging.



### 46% of consumers need clarity on sourcing of products

Shifting sands: Are consumers still embracing sustainability? (2021, Deloitte)



## Genderless beauty: Inclusive brands are targeting Gen Z regardless of gender

In 2022 we see a trend for products launched that adopt gender neutral branding designed to appeal to men or women. Brands who adopt positive and empowering messaging will resonate with young consumers. Gen Z consumers have a focus on innovation, an insistence on convenience, an underlying desire for security, and a tendency toward escapism.

Why Gen Z are the ultimate empowered generation (2017, Pareto)

Generation Z is one of the most important groups for brands to connect with in the coming years, especially as they are only just starting to establish their online shopping behaviors.

US Gen Z consumers are expected to surpass the earnings potential of their Millennial counterparts by 2030

Gen Z is defining a new approach to men's grooming (2021, Mintel)

Gen Z are adopting more sustainable behaviors than any other groups, Deloitte reported **50%** reduced how much they buy and **45%** stopped purchasing certain brands because of ethical or sustainability concerns



# Syndopour 200-MB

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## Melt & Pour syndet base

This unique Melt & Pour syndet base is ultra-mild and 100% soap-free. Syndopour 200-MB is RSPO certified and gives you the ability to create a variety of mild, pH balanced hair, body and facial bars.

The first of its kind, Syndopour 200-MB has luxurious lather and high foaming properties, providing the perfect starting point for an innovative range of pH-neutral bars.



## Product characteristics

- » Neutral pH 5.0-6.0
- » High foaming and creamy lather
- » 100% soap free
- » Vegan
- » Certified Sustainable RSPO
- » Dermatologically tested
- » Biodegradable

## Ingredients

- » Sodium Cocoyl Isethionate<sup>2</sup>
- » Propylene Glycol
- » Glyceryl Stearate<sup>1</sup>
- » Aqua
- » Glycerin<sup>1,2</sup>

<sup>1</sup> Derived from RSPO Mass Balance (MB) palm oil

<sup>2</sup> Derived from RSPO Mass Balance (MB) palm kernel oil  
RSPO Certificate Number: BMT-RSPO-000008



# Advantages of formulating with Syndopour

- » Syndopour 200-MB allows you to create dermatologically tested syndet bars for a wide range of applications including facial skincare and shampoo bars which are tailored to sensitive skin and scalps unlike a traditional glycerine soap
- » Syndopour 200-MB produces a much more consistent bar quality compared to other production methods such as compressed bars
- » No industrial pressing equipment is needed
- » Other applications Syndopour 200-MB can create include moisturising shave bars, solid beauty bars and exfoliating scrub bars





# How to Process Syndopour 200-MB

4 simple steps to get started

## Equipment Required

- » Syndopour 200-MB base
- » Microwave or a suitable heating device
- » Stirrer
- » Thermometer
- » If planning to slice, a soap wire cutter is required

This base is soft as supplied but will harden once processed.

Discover the processing how-to video now

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## 1. Cut & Melt

Remove the Syndopour base from the packaging and cut the product into smaller pieces to aid melting.

Melt the product in a microwave or a suitable heating device ensuring that the base melts evenly. Stirring the product regularly helps to do this. Recommended heating temperature should be around 85°C.

When molten the base clears but will return opaque upon setting.



## 2. Create & Mix

Once the base is molten, add fragrance, colour and any additives to customise the base.

It is recommended that the level of additives included is up to 3% maximum. This level would include up to 2% fragrance. Stability testing may be required ensure compatibility.



## 3. Pour & Set

Spray the silicone mould with rubbing alcohol in order to prevent bubbles on the surface of the base once it is cooled.

Pour the molten product into a mould between 70 - 85°C and allow to set.



## 4. Remove

Once set, remove from the mould.

The bars will release more easily if it has been left for 24 hours in a cool place. Once hard, package as required. If the finished product is to be sliced, we recommend using a soap wire cutter.

Once un moulded, the base will continue to harden.



# Application Ideas



## SHAMPOO BAR

High foaming



## EXFOLIATING BAR

Superior cleansing,  
matches skin pH



## DERMA BAR

Fragrance free



## MALE GROOMING BAR

Ultimate all in one -  
hair, face & body



## CLEANSING & MOISTURISING BAR

Contains glycerine for  
moisturisation



## INTIMATE BAR

pH balanced



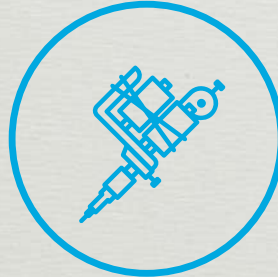
## SENSITIVE SKIN BAR

Soap free



## MAKE UP REMOVER BAR

Superior cleansing,  
matches skin pH



## TATTOO BAR

Mild cleansing



## SHAVING BAR

Dense & creamy  
lather





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# Shampoo Bar for Greasy Hair

Create a deep cleansing shampoo bar using Syndopour 200-MB, formulated with tea tree oil to revitalise oily hair and hydrate the scalp.

Syndopour 200-MB: 98.20%

Fragrance (Citrus): 1.50%

Sweet Orange Oil: 0.20%

Tea Tree Oil: 0.10%





# Conditioning Shampoo Bar

Use Syndopour 200-MB to produce a conditioning shampoo bar, which gently cleanses the hair and scalp with its luxurious foam, leaving hair nourished and conditioned.



Syndopour 200-MB: 98.50%

Fragrance (Coconut): 1.20%

Stearamidopropyl dimethylamine: 0.30%





# Facial Cleansing Bar

Formulated with cocoa butter for added moisturisation, this pH balanced hydrating cleansing bar includes chamomile oil to gently sooth your complexion.

Syndopour 200-MB: 97.30%

Cocoa Butter: 1.20%

Fragrance (Citrus): 1.20%

Sweet Orange Oil: 0.20%

Chamomile Oil: 0.10%





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# Shaving Bar

A pH balanced shaving bar enriched with soothing aloe vera, create a bar which is 100% soap free and tailored to cleanse the most delicate areas on the body.

Syndopour 200-MB: 97.90%

Shea Butter: 1.50%

Aloe Vera Powder: 0.20%

Mint Extract: 0.20%

Aqua: 0.20%





# The Complete Hair Care Solution

Take your hair care range to the next level with a hydrating shampoo bar made with Syndopour 200-MB & nourishing conditioning bar made using Solid Conditioner Base MB.

Find out more about Solid Conditioner and how you can expand your hair care range.





# Packaging That Suits Your Needs

## 1kg Trays & 11.5kg Boxes

Syndopour 200-MB is available in a range of packaging, giving you the ability to pick a pack size that suits your needs.







# Contact Us

If you have a specific project, or would like more information about our Melt & Pour Syndet please contact our team:

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