

News Release

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NERASOFT S10: Unlocking the future of fragrance boosters

Balancing sustainability goals with performance requirements is essential as fabric care products evolve to meet both environmental standards and consumer expectations.

In this context, Kao introduces NERASOFT, a new generation of products designed to tackle a variety of technical challenges, seamlessly connecting these solutions with the needs of modern consumers.

NERASOFT S10 represents a significant advancement, addressing some of the limitations found in currently used ingredients, while paving the way for innovative, sustainable formulations. This innovative ingredient marks a shift in fabric softener technology, enhancing sustainability without compromising performance.

NERASOFT S10 disperses rapidly in water, creating stable opaque dispersions even at low temperatures. Its unique properties enable the development of sustainable fabric softener formats, including waterless products that can either be diluted by the end user or applied directly, offering convenience and versatility.

In addition to its ease of use, NERASOFT S10 delivers exceptional softening effects and an enhanced sensory experience, by allowing an increased quantity of fragrance in fabric care formulations, thus allowing to formulate fragrance boosters with valuable fabric care benefits, therefore aligning with current market trends. With this innovation, Kao reaffirms its commitment to sustainability while ensuring that consumers do not have to sacrifice quality for eco-friendliness.