



Perfect Your Personal Care Products

ADM's PurelyForm™ hydrocolloid portfolio offers a unique, plant-based textural solution for a wide range of cosmetic and personal care applications. As 25% of consumers value product sustainability,¹ it's more important than ever for manufacturers to be mindful of their sourcing processes. Accordingly, our xanthan gum is renewably sourced with consistent functionality and customization in mind.

PurelyForm™ xanthan gum thickens and stabilizes in oral care, skin care, hair care and more. It promotes shear-thinning and thickens body and hair care products, while improving mouthfeel in toothpaste and more, for all your personal care needs.

Our xanthan gum is part of a large portfolio of U.S.-produced hydrocolloids, emulsifiers, polyols and texture solutions. To be successful in today's marketplace, you need to formulate innovative, plant-based cosmetic and personal care solutions.

EXPERIENCE THE BEAUTY OF HIGHER QUALITY

PurelyForm™ xanthan gum offers:

- Unique flow behavior
- Instantaneous, reversible shear-thinning
- High viscosity at low concentration
- High resistance to the effects of heat, pH, enzymes, salts, shear and more
- Superior dispersibility and faster hydration in multiple media

¹ Mintel "Natural and Organic Food Shopper" Report, 2020

WHY ADM: PERSONAL CARE HYDROCOLLOIDS

**Derived from
plant-based,
renewable
resources**

**Produced
in the U.S.
with consistent,
unrivalled
quality**

**Expert R&D
support with
customizable,
personalized
solutions**



Safe, Reliable Plant-Based Solutions You Can Trust

Quality, reliability and transparency remain key industry pillars of importance. ADM's partnership with regional growers ensures the highest quality ingredients and consistency from the field to market.

Our xanthan gum is derived from renewable, plant-based resources and produced via a fermentation process in our dedicated xanthan plant, part of our complex in Decatur, Illinois.

ADM monitors and controls every stage from crop processing and raw material selection right through to the finished product, assuring quality throughout.

CLAIMS & CERTIFICATIONS IN DEMAND

- **Approved for Food & Beverage Use**
- **PCR Negative for GMO & Allergens***
- **EU Permitted**
- **Halal**
(Islamic Food & Nutrition Council of America)
- **Kosher Certification**
(Products, Facilities and Transport Vessels, Orthodox Union)
- **Clean Label**
- **Organic Compliant**
- **Plant-Based Ingredients**
- **Gluten Free**
- **FSSC & GFSI Recognized**
(Third-party certification)
- **SEDEX**
(Supplier Ethical Data Exchange)
- **ISO 9001:2008**
(Quality Management System)
- **HACCP**
(Achievements in food safety)
- **Manufactured per FSMA Regulations**
(Achievements in food safety)
- **PCQI**
(Achievements in food safety)
- **C-TPAT Certified**
(Achievement in food safety)

* Negative for allergens means below limit of detection

More Applications, More Benefits

Partner with ADM to gain an edge in textural performance among personal care applications. Benefit from our years of experience and R&D technical expertise to solve any textural challenge with custom, plant-based solutions derived from renewable sources.

SUPERIOR TEXTURAL PERFORMANCE

ADM provides consistent, highly functional, naturally derived hydrocolloids that are able to be utilized for a broad range of personal care applications, including toothpastes, lotions, creams, cleansers and much more.

Differentiators	Applications
Xanthan gum solutions stabilize and suspend foams, emulsions and particles	    
Reduced viscosity under shear stress facilitates mixing, pumping and filling	    
Improves stability against a wide range of storage conditions, extrudes easily from the tube or pump to form a well-defined ribbon, is enzymatically stable while giving a good stand on brush and is very suitable for whitening formulations	
Transparent grade available for clear 'gel' formulations	 
Suspends abrasive particles in medicinal-type shampoos, thickens formulation while allowing easy dispensing and stabilizes foams and pigments in hair dyes while promoting a creamy lather	
Suspends "moisture beads" and scrub particles	  
Rheology stable over wide temperature range	 
Excellent lubricity that dispenses easily and feels pleasant on skin	  
Promotes a creamy lather and pleasant skin feel	



cosmetics



facial foams,
scrubs &
cleaners



novelty bath
foams



oral care



shampoos &
shower gels



sunblocks, tanning
lotions & insect
repellents

Partner with a Global Leader Who Gives You an Edge

At ADM, our high-quality, U.S.-produced, plant-based ingredients include 85+ years of expertise. We are a global leader in functional texture ingredients with the technical knowledge to ensure the products we send to market are the best available. When it comes to hydrocolloids for your personal care products, your edge is our expertise.

AVAILABLE OPTIONS:

PurelyForm™ P-Care*	Product Code	Applications
Standard Powdered Form		
PurelyForm™ XG HP P-Care 80T	174936	• Success has been experienced in personal care and cosmetic products, including toothpastes, shampoos and lotions. • All ADM’s transparent offerings are formulated for products that require a high level of clarity and viscosity. *Listed SKUs formerly known as NovaXan™
PurelyForm™ XG P-Care 80TFH	174937	
PurelyForm™ XG P-Care 200T	174944	
PurelyForm™ XG P-Care 200T+	174945	
PurelyForm™ XG HP P-Care 40	174946	
PurelyForm™ XG HP P-Care 200	174947	
PurelyForm™ XG P-Care 80TFH	174948	
PurelyForm™ XG HP P-Care 80SF	174949	
PurelyForm™ XG HP P-Care 80TSF	174952	
Specialized Powdered Form		
PurelyForm™ XG D	174950	Agglomerated powder that provides best dispersion results in a slower mixing process; also is a lower dusting product.

Shelf Life: Three years from date of manufacture for all SKUs listed

SAFE, RELIABLE OPTIONS

We unlock value for you by monitoring and controlling every step of the way from field to finished product. Our high-quality, plant-based U.S. sources ensure that you receive the best options available.

APPLICATIONS EXPERTISE

We leverage our best-in-class analytical, biotech and innovation capabilities and enhanced textural solutions across a variety of applications.

SPEED TO MARKET

Our global reach and direct partnerships with growers produce a consistent supply of the ingredient components you need, when you need them. Our cross-functional team's expertise, innovation and ground-breaking solutions help get your finished product to market quicker.

COST-EFFECTIVENESS

With ADM, you get cost-effective and consistently high-quality, naturally derived hydrocolloids to meet your needs for a vast range of personal care applications.

ADM DELIVERS FOR YOU

With ADM, you have a partner who combines a renewable, highly functional and cost-effective xanthan gum ingredient with unmatched technical ingenuity. We bring over 85 years of experience with our broad texturant portfolio to the table. Our extensive technical and R&D expertise gives you an edge in developing consumer-preferred and safe final products. Our high processing standards and partnership with growers ensures a premium-quality product from field to market. Count on us to meet any formulation challenge and to deliver for you every time.

To request samples, email samples@adm.com.
For technical consultation or support, email SIQA@adm.com.

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