



## KEYS TO SUCCESSFUL PRODUCT PRESERVATION

The world of cosmetic preservation is changing. The market has been driven to alternative solutions for product preservation as a result of consumer pressure and regulatory environments. Active Micro Technologies (AMT) has developed a line of products based on naturally occurring compounds that provide active cosmetic properties, but are also capable of upholding product integrity.

With natural solutions for product preservation driving the market, different techniques are critical for effective results. The intent of this document is to provide insight on factors to be considered to achieve successful product preservation.

### ✓ Start Clean

Ensure all raw materials are free of contamination before the formulation process begins. Preservation is not sterilization.

### ✓ Ensure Compatibility

Ensure compatibility of the raw materials. Factors such as solubility and ionic charge of each raw can help address any potential incompatibilities.

### ✓ Check Temperature & pH

Incorporate our natural antimicrobials in the recommended temperature and pH range to maximize efficiency.

### ✓ Verify Stability

Verify that the finished formula passes stability. An unstable product is not likely to pass challenge testing.

### ✓ Finish Clean

Test the final formulation for contamination before challenge testing begins. A contaminated product will not pass challenge testing.

### ✓ Consider Packaging

Minimize the introduction of any environmental or packaging-related contaminants through sterilization of packaging materials.

