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**KOEL**<sup>®</sup>  
KOEL COLOURS PRIVATE LIMITED

# TARGET SA

WATER SOLUBLE SALICYLIC ACID



## The existing challenge:

The biggest challenge of developing water-based salicylic acid embedded formulations is, to disperse the raw salicylic acid uniformly & achieve a clear solution. As the solubility of raw salicylic acid in water is limited (0.2 %), salicylic acid based formulations face significant challenges in Skin Care products.

The existing challenge in developing water-based salicylic acid formulations is:

Poor solubility  
in water based  
system.

Precipitation of  
salicylic acid in  
the solution.

Irritation to  
skin on  
application.

**Solution: TARGETSA**

Unique formulation of encapsulated water soluble salicylic acid in a dry powder form, to release active salicylic acid with high aqueous solubility & organic solvent-free.





## **Specifications:**

**INCI:** Salicylic acid USP Grade, Co-polymer and additives.

**% Loading of active:** 50% w/w.

**Suggested dosing:** 4gm in 100 ml (active salicylic acid 2% w/v).

**Physical characteristic:** White, odourless powder

**pH in finished products:** 4 to 6 @ 4% solution of TargetSA.

**HS Code:** 28230090

**Storage:** Room temperature in dry place.

## Preparing the solution:

### Regular Salicylic acid :

1. Take 4 Gm Salicylic acid in 100 ml water.
2. Add NaOH or any other organic solvent to this mixture.
3. Mix using high speed equipment at warm temperature.
4. Keep stirring till a clear solution is achieved.

### VS.

### Target SA:

1. Take 4 Gm Target SA (Water soluble Salicylic acid in 100 ml water.
2. Simply Mix the powder in the water with normal stirring at room temp.
3. A clear solution will be achieved shortly.



## Benefits of using Target SA in end formulations:

High concentration of 50% w/w

Compatibility with carbomer based

Absolute clarity in solution

Non-hygroscopic in nature.

## Therapeutic advantages of using Target SA in end formulations:

Soothes stressed skin

Anti-inflammatory to calm break-outs in skin.

Exfoliator

Reduce redness



## Scientific Evidence:

**Stability:** No recrystallisation was observed in 4% Target SA serum solution kept for 4 weeks at 4°C, observed optical microscope at 400X.

**Lesion reduction effect:** 12 Volunteers applied the Target SA serum (4%), twice a day for 4 weeks & the results showed significant reduction in spot lesions on the face.

## Formulation applications:

Target SA can be used in various applications like...  
skin care - cleansers, creams, lotions, liquids, gels, ointments, shampoos, wipes, pads, and patches for application to the skin or scalp, skin toner, Serum, cleansing foam for anti-acne, exfoliation & sebum control.

Also for applications in sun care, hair care (shampoos, conditioners), aerosol products (sun spray, deodorants etc.).

**\* FORMULATION GUIDE WILL BE PROVIDED ON REQUEST.**

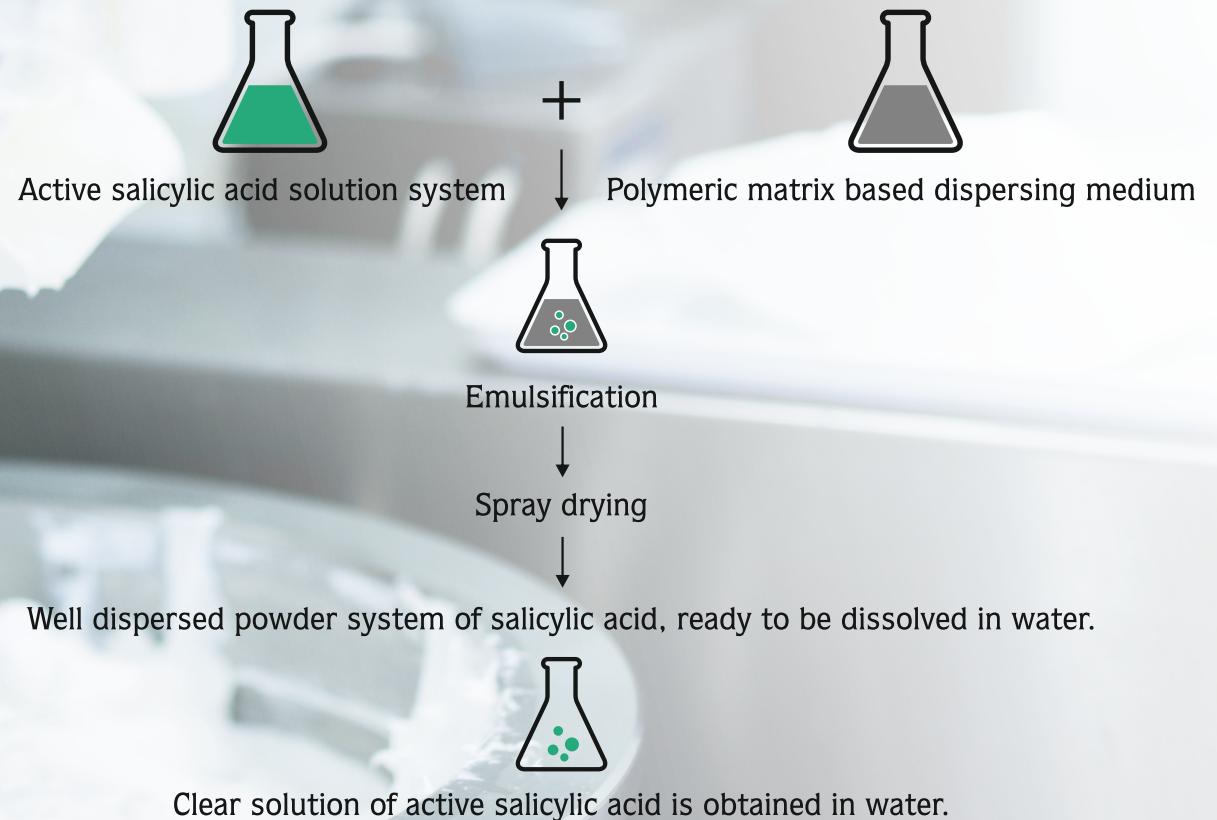


## Koel's proprietary K TECH Tri-Matrix Technology:

TARGET SA uses an advanced Complex co-polymeric matrix structure which tightly controls the release of active SA upon activation in water system.

The mechanism of release is based on adhesion of the sphere to the lipid domains on the skin and then the slow release of SA.

## Unique industrial scale production process for Target SA:





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