

CLEARER FRAGRANCE BIGGER BLOOM

ReNuva™ RL-50 — PEG-free Solubilizer for Crystal Clarity & Fragrance Bloom

The RL-50 rhamnolipid keeps complex fine fragrances and essential oils crystal-clear at ultra-low loads and make them smell larger than life on first impression.

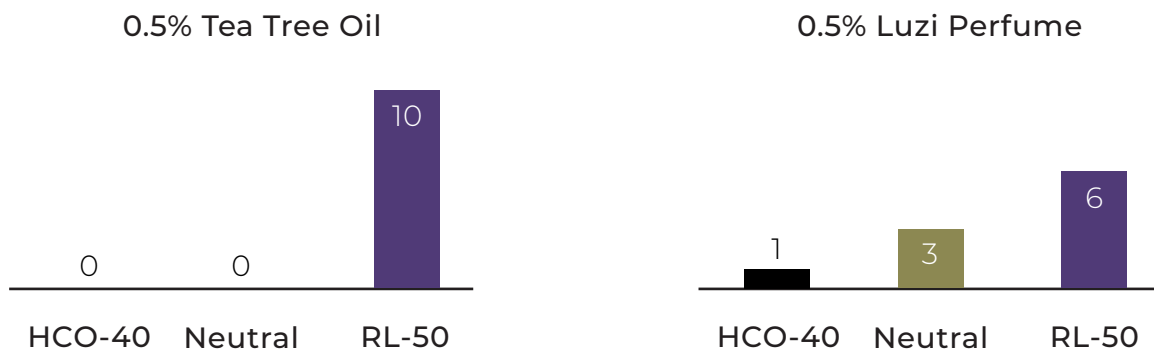
RL-50's exceptionally low CMC and surface tension create fragrance-friendly micelles and mixed interfacial layers that spread fast, enrich the air-liquid surface, and lift more aroma into the air (headspace). The result: brighter top notes, fuller diffusion, and a longer, more luxurious trail—without haze or heavy solvents.

www.biorenuva.com

STUDY:

Is Fragrance Bloom Solubilizer Dependent?

Scent: Essential Oil (0.5% Tea Tree Oil) & Fine Fragrance (0.5% Luzi - Party All Night)
Panel: 10-Person (non-perfumers)
Type: Single-blind sniff test
Prompt: Which sample, if any, has the greater overall fragrance intensity at first sniff?



Make scent do more.

ReNuva RL-50 forms ultra-fine micelles that keep water-rich formulas clear and help fragrances bloom fast and true—without adding color or base off-odor.



INCI: GLYCOLIPIDS

CHEMISTRY: MONO:DI OPTIMIZED RHAMNOLIPID

Key Benefits at a Glance

Dual win: Optical clarity and stronger scent bloom at equal fragrance load.

Super-low CMC & strong surface activity:

Forms micelles at low use-levels (10 mg/L) and reduces water surface tension toward ~25–30 mN/m, driving rapid wetting, dispersion, and headspace release.

Low base odor & low color: Preserves delicate accords; ideal for fine fragrance waters and essential-oil sprays.

PEG-free positioning: Modernize your INCI while maintaining top-tier solubilization.

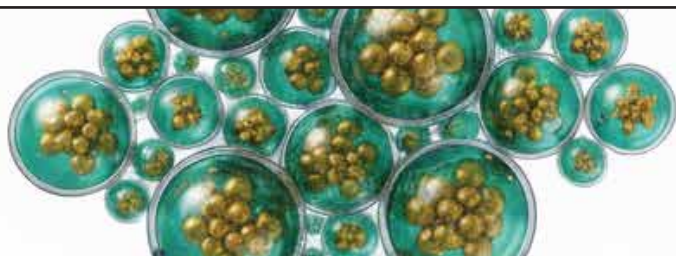
Performs across bases: Effective in toners, face/body mists, hair perfume waters, deodorants, and a wide range of wash-off formulas.

Formulation-friendly: Active through broad pH and ionic strength ranges; compatible with many humectants, polymers, and electrolytes.

Many more, much smaller micelles: RL-50 creates numerous nanoscopic contact-units that rapidly transport volatile notes to the air–liquid interface for a vivid first impression.

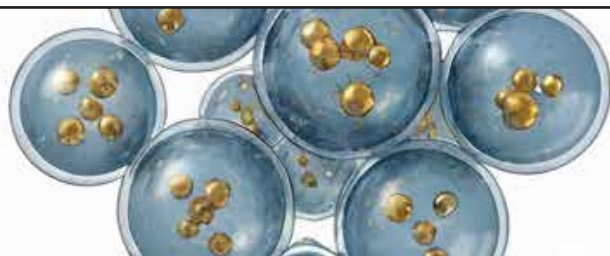
Clean base, clean headspace: Extremely low intrinsic color/odor means RL-50 won't tint or bias your chosen fragrance or essential oil.

Wetting & spreading: Excellent wetting helps aromatics reach receptor surfaces efficiently in use (skin, hair, fabric).



ReNuva RL-50

RL-50's ultra-low CMC and strong interfacial activity drive tighter-curvature, smaller/more numerous micelles that rapidly exchange and shuttle fragrance to the air–liquid interface—amplifying headspace bloom.



HCO-40/Polysorbate-20 or Like

HCO-40's bulky PEG–castor architecture yields larger, fewer micelles with slower oil–liquid exchange, sequestering fragrance in the core and reducing headspace bloom.