



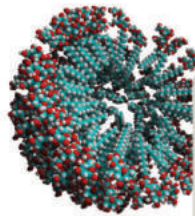
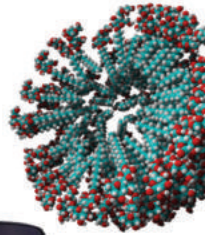
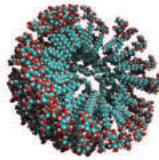
UTM
UNIVERSITI TEKNOLOGI MALAYSIA

MICELLAR

(IP/PT/2016/1971)

FACIAL WASH

from *CASSIA ALATA*



INTRODUCTION

- Facial wash with local plant and natural ingredients based formulation.
- Cassia alata-enriched micellar nanocarrier with efficient active components perforation on skin.
- Biosurfactant used as emulsifier agent.

NEEDS

- A facial wash with local plant-based ingredient which offers high level of safety, biodegradability, superior efficacy.
- Grow sustainability in developing beauty, happiness, and good quality of living.

APPROACH

- Local plant-based of skin care product ingredients, which highlighted high therapeutic benefits.
- Latest nanotechnology approach to offer a versatile delivery system.
- Introduce natural and biodegradable surfactant as alternate of synthetics.

BENEFITS PER COST

- Cost: RM 12.50 / 100 mL
- Selling Price: RM 85.90/100 mL with 60% margin

COMPETITORS

- Existing micellar technology based product in market.
- Skin care industry.



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