

# A PEG-free non-ionic emulsifier for improved skin and hair conditioning

**Einar® 4914** is a lipophilic non-ionic emulsifier that delivers multiple formulation benefits across emulsions, color cosmetics and cleansing products. Its controlled crystallization behaviour creates a creamy white, opaque appearance with refined texture, enhances visual richness, promotes uniform pigment dispersion in color bases and improves overall emulsion stability. With a low melting profile, it boosts glide and spreadability for smoother texture in color cosmetics. Its mild film-forming properties improve pigment adhesion, rub-resistance and transfer control, making it well suited for long-wear lipsticks, cream shadows and concealers.

## PRODUCT NAME

Einar® 4914

## INCI

Propylene Glycol Stearate

## FUNCTIONS

Emulsifier

Emollient

Thickener

Sensory enhancer

Pigment dispersion

Opacifier

## USAGE RANGE

0.5 – 4%

## APPLICATIONS

Face care

Neck care

Body care

Color cosmetics

Cleanser

## KEY FEATURES

- ✓ HLB: 3
- ✓ Non-ionic
- ✓ Partially naturally derived (NOI: 0.83)
- ✓ Melting point: 41°C
- ✓ Off-white pellet
- ✓ Kosher/Halal certified
- ✓ Good eye and skin-compatibility
- ✓ Non-GMO\*

## KEY BENEFITS

- ✓ Soft, smooth and velvety skin feel
- ✓ Creamy white, uniform opacity
- ✓ Ideal for long wear color cosmetics
- ✓ Reduces graininess in high wax systems
- ✓ Prevents sweating in sticks
- ✓ Broad formulation versatility and multi-system compatibility
- ✓ Stable over a wide pH range (3-11)
- ✓ Compatible with diverse emulsifiers, surfactants, oils, natural and synthetic gums
- ✓ Suitable for vegan products

## EFFECT OF EINAR® 4914 IN COLOR COSMETICS – BETTER COLOR PAYOFF, SMOOTH TEXTURE



Without Einar® 4914



With Einar® 4914

Einar® products are crafted from food-grade vegetable oils sourced from sunflower, rapeseed, coconut, castor, and RSPO-certified palm and made with a deep focus on responsible resource consumption, our commitment to sustainability shines. Our products are produced without (use of) ethoxylates, preservatives and GMO ingredients. With innovation, knowledge, and ethical practices, we deliver reliable, high-quality solutions for personal care formulators. Committed to the UN Global Compact's principles, we stand as a responsible partner, providing support and solutions for your future endeavours.

\* In accordance with Regulation (EC) 1829/2003