



**AICL**



# CareMag<sup>®</sup>D

**The Natural Way**  
For Malodor Reduction



**NATURAL BASED**  
A compound sourced  
from the **Dead Sea**



**SUSTAINABLE**  
For developing formulations  
free from Aluminum,  
Triclosan, Alcohol & Parabens



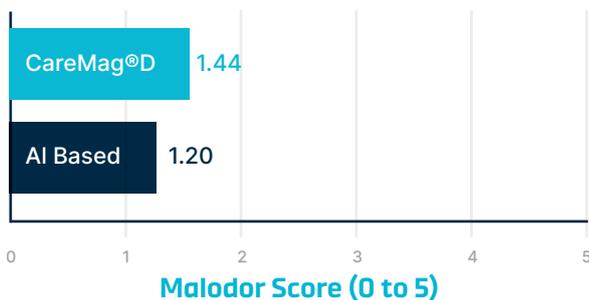
**INNOVATIVE**  
**Reduces** malodor  
and sweat

# Facts and Figures

## CareMag® D

### CLINICAL STUDIES

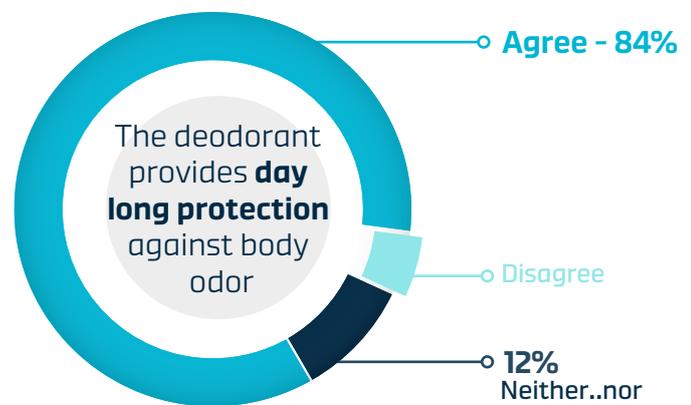
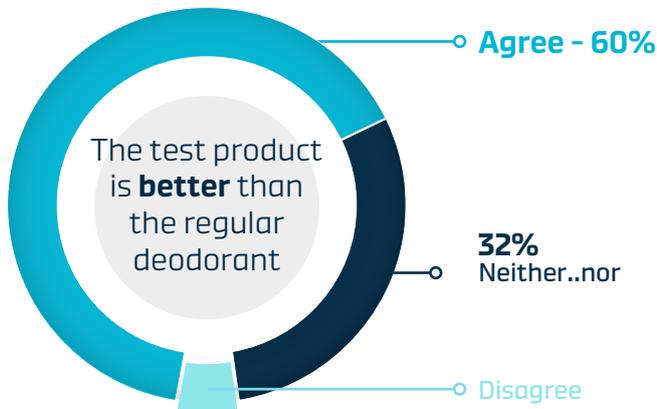
- Bacteria control growth, especially of Gram positive
- Malodor reduction of more than 40% after 24 h of use
- Silky and dry feeling along with anti stain claim
- Similar malodor score compared to aluminum based formulation



### SAFETY TESTS

- Tested on 50 volunteers in hypoallergenic (RIPT) and Dermatology safety tests
- None of the volunteers showed any sensitivity - the formulation is hypoallergenic and Dermatologically safe

### CONSUMER SATISFACTION:



Sniffing test was evaluated by proDerm, Germany on 22 subjects. Roll-on with 20% CareMag@ D, 24 h after product application. Seven days of Wash Out Phase. 200 mg per axillary

#### Value:

Natural based  
Elimination of antiperspirants and antibacterial agents

#### Effects:

Reduction of Malodor and sweat through bacteria growth control and adsorption mechanism

#### Applications:

Roll-on, Spray and Stick deodorant

#### Additional benefits:

Silky feeling on the skin  
No white stains on clothes  
Easy to formulate

#### INCI:

Magnesium Hydroxide (and) Magnesium Carbonate Hydroxide

#### Description:

White powder

#### Patent granted

CareMag D is verified by ECOCERT GREENLIFE conforms to the COSMOS Standard

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