



(86) Date de dépôt PCT/PCT Filing Date: 2010/07/28  
 (87) Date publication PCT/PCT Publication Date: 2011/02/17  
 (45) Date de délivrance/Issue Date: 2017/08/15  
 (85) Entrée phase nationale/National Entry: 2012/02/02  
 (86) N° demande PCT/PCT Application No.: EP 2010/060952  
 (87) N° publication PCT/PCT Publication No.: 2011/018337  
 (30) Priorités/Priorities: 2009/08/12 (US12/539,776);  
 2009/08/12 (US12/539,770)

(51) Cl.Int./Int.Cl. *C11D 9/00* (2006.01),  
*A61K 8/36* (2006.01), *A61Q 19/10* (2006.01),  
*C11D 13/00* (2006.01)  
 (72) Inventeurs/Inventors:  
 HERMANSON, KEVIN, US;  
 RATUISTE, FLORENCIO VILLANUEVA, US;  
 VETHAMUTHU, MARTIN SWANSON, US;  
 AHTCHI-ALI, BADREDDINE, US  
 (73) Propriétaire/Owner:  
 UNILEVER PLC, GB  
 (74) Agent: BERESKIN & PARR LLP/S.E.N.C.R.L.,S.R.L.

(54) Titre : FORMULATIONS DE SAVON LIQUIDE CONCENTREES AYANT UNE VISCOSITE FACILE A POMPER  
 (54) Title: CONCENTRATED LIQUID SOAP FORMULATIONS HAVING READILY PUMPABLE VISCOSITY

(57) **Abrégé/Abstract:**

The present invention provides concentrated soap compositions formulated in such a manner that, quite unpredictably, despite high concentration of soap, they have viscosity which allows them to be pumped from, for example, consumer packaging (e.g., bottles) and/or transit or storage points during manufacture (e.g., pipes, storage tanks, etc.).

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau(43) International Publication Date  
17 February 2011 (17.02.2011)(10) International Publication Number  
**WO 2011/018337 A1**

## (51) International Patent Classification:

*A61Q 19/10* (2006.01)      *C11D 10/04* (2006.01)  
*C11D 9/00* (2006.01)      *C11D 13/00* (2006.01)  
*C11D 9/26* (2006.01)      *C11D 17/08* (2006.01)  
*C11D 9/48* (2006.01)      *A61K 8/36* (2006.01)

## (21) International Application Number:

PCT/EP2010/060952

## (22) International Filing Date:

28 July 2010 (28.07.2010)

## (25) Filing Language:

English

## (26) Publication Language:

English

## (30) Priority Data:

12/539,770      12 August 2009 (12.08.2009)      US  
 12/539,776      12 August 2009 (12.08.2009)      US

(71) **Applicant** (*for AE, AG, AU, BB, BH, BW, BZ, CA, CY, EG, GB, GD, GH, GM, IE, IL, KE, KN, LC, LK, LS, MT, MW, MY, NA, NG, NZ, OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, VC, ZA, ZM, ZW only*): **UNILEVER PLC** [GB/GB]; a company registered in England and Wales under company no. 41424, Unilever House, 100 Victoria Embankment, London Greater London EC4Y 0DY (GB).

(71) **Applicant** (*for all designated States except AE, AG, AU, BB, BH, BW, BZ, CA, CY, EG, GB, GD, GH, GM, IE, IL, IN, KE, KN, LC, LK, LS, MT, MW, MY, NA, NG, NZ, OM, PG, SC, SD, SG, SL, SZ, TT, TZ, UG, US, VC, ZA, ZM, ZW*): **UNILEVER N.V.** [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).

(71) **Applicant** (*for IN only*): **HINDUSTAN UNILEVER LIMITED** [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, Mumbai 400 020 (IN).

## (72) Inventors; and

(75) **Inventors/Applicants** (*for US only*): **HERMANSON, Kevin** [US/US]; Conopco Inc. d/b/a UNILEVER, 40

Merritt Boulevard, Trumbull, Connecticut 06611 (US). **RATUISTE, Florencio, Villanueva** [US/US]; Conopco Inc. d/b/a UNILEVER, 40 Merritt Boulevard, Trumbull, Connecticut 06611 (US). **VETHAMUTHU, Martin, Swanson** [US/US]; Conopco Inc. d/b/a UNILEVER, 40 Merritt Boulevard, Trumbull, Connecticut 06611 (US). **AHTCHI-ALI, Badreddine** [US/US]; Conopco Inc. d/b/a UNILEVER, 40 Merritt Boulevard, Trumbull, Connecticut 06611 (US).

(74) **Agent**: **MULDER, Cornelis, Willem, Reinier**; Unilever PLC, Unilever Patent Group, Colworth House, Sharnbrook, Bedford Bedfordshire MK44 1LQ (GB).

(81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**— *with international search report (Art. 21(3))*(54) **Title**: CONCENTRATED LIQUID SOAP FORMULATIONS HAVING READILY PUMPABLE VISCOSITY

(57) **Abstract**: The present invention provides concentrated soap compositions formulated in such a manner that, quite unpredictably, despite high concentration of soap, they have viscosity which allows them to be pumped from, for example, consumer packaging (e.g., bottles) and/or transit or storage points during manufacture (e.g., pipes, storage tanks, etc.).



WO 2011/018337 A1



- 1 -

## CONCENTRATED LIQUID SOAP FORMULATIONS HAVING READILY PUMPABLE VISCOSITY

5 The present invention relates to soap formulations, particularly liquid soap  
formulations, with a high concentration of soap. In one embodiment, greater than  
50% of soap and fatty acid are long chain (greater than C<sub>14</sub>) Using formulation  
and processing criticalities, applicants have found a way in which these high  
concentration soaps can be readily dispensed (have correct rheology) from, for  
10 example, tube, bottle, pump or such dispensers.

The rapid growth in human population and the changing economic environment  
are placing ever increasing demand on world water supplies. Because of water  
scarcity over much of the world, for example, it is important to prepare liquid  
15 cleansing products with as little water as possible. Low water cleansing products  
offer an environmentally friendly cleansing route which lowers strain on water  
supply. In the current invention, the applicants have provided precisely such low  
water (high soap) cleansers, which are formed by replacing water with a dense  
liquid crystalline surfactant phase. Quite unpredictably, these formulations are  
20 formulated in a manner that, despite being concentrated products, they can be  
readily dispensed by hand by the end user consumer.

High concentration soap formulations (i.e., formulations in which fatty acid soap  
comprises >50%, preferably >50 to 80%, more preferably 55 to 80% by wt. and,  
25 more preferably, 60 to 80% by wt. of the formulation) typically have a solid or thick  
gel-like rheology at room temperature. Because of this rheology, such  
formulations are difficult to pump while in production and are extremely difficult to  
use as personal cleansers dispensed from a tube, bottle, pump or tottle.

30 While not wishing to be bound by theory, it is believed that the thick rheology  
associated with high concentration liquid soap compositions is the result of the

- 2 -

large amount of hexagonal and solid surfactant phases present in the soap at high concentration.

Unpredictably, the applicants have found that if the ratio of free fatty acid to soap  
5 (e.g., percent of neutralized soap) in these concentrated soap/free fatty acid liquid  
soap formulations (e.g., percent of soap neutralized) is maintained within defined  
critical ranges; and, further, that if (1) concentrations or percentage of soap with  
specifically defined preferred counter-ion; (2) preferred percentage of saturation  
versus unsaturation of fatty acid soap and free fatty acid chain lengths; (3) chain  
10 length distribution of fatty acid soap and free fatty acid; (4) amount synthetic  
surfactant (if any); and (5) concentration of solvent (e.g., water, alkylene, glycol)  
are all selected and maintained within critically defined parameters, then the  
amount or degree of hexagonal and solid surfactant phase formation can be  
controlled such that a highly concentrated liquid soap can be made which has a  
15 pumpable viscosity (as specifically defined below). If these parameters are not  
carefully maintained, on the other hand, the viscosities quickly rise, and  
formulations become difficult or impossible to pump (again, outside of ranges  
defined by the invention).

20 It should be noted that when we speak of “pumpable” or “flowable” viscosity, this  
is a rheological property which can be critical at many different stages in the  
manufacturing or distribution process. Thus, it can be critical to keep pumpable  
viscosity for example in the mixing stage of a manufacturing tank; in filling and/or  
discharging fluid to manufacturing or storage tanks; and/or in filling product into  
25 final packaging.

One great benefit of this invention is that the liquids made by this specific selected  
blend of neutralized soap and unneutralized fatty acids can be made in what  
would normally be used as a bar production facility. Unexpectedly and  
30 unpredictably, the applicants have found that the blends of fatty acid and soap



- 3 -

used in the bar production process can be used to produce concentrated liquids as well (i.e., assuming the criticalities noted above are maintained).

In addition, concentrated liquids having the correct rheology and which are  
5 produced by the process of the invention can be sold as a “concentrated liquid product” whereby the consumer can be instructed to dilute the product at home (resulting in both environmentally friendly packaging and tremendous cost savings); or the concentrated liquid can be transported to a different place and later diluted as part of the production process. In the latter case, this allows the  
10 producer to produce more cheaply than when normally making liquid soap/syndet composition (e.g., reduction in transportation costs due to use of concentrates rather than transporting heavy water-containing product). As indicated above, tremendous efficiencies between bars and liquids are also found because any excess capacity from bar manufacturing sites may be used to make liquids.

15

The key, as noted above, is to obtain a final concentrated liquid formulation in which variables such as (1) ratio of neutralized soap to unneutralized fatty acid; (2) counter-ion; (3) chain length of fatty acid soaps and free fatty acids; (4) synthetic surfactant, if any; (5) and solvent are critically controlled to obtain  
20 viscosities below a defined level and defined by a dispensing force needed to dispense the product. This goal in turn may be achieved either by controlled neutralization of fatty acid; or by using mixtures of free fatty acid and fully neutralized soap such that resulting formulation falls within defined formulation parameters where this defined pumpable or squeezable rheology is obtained.

25

It should be noted that there is interplay between variables and these variables can be adjusted as long as the overall goal of maintaining a low dispensing force is maintained. Thus, for example, the degree of neutralization or exact percent of long chain or low chain length soap/fatty acids may be closer to the upper or lower

- 4 -

ranges in which case adjustments can be made to solvent level or level of synthetic surfactant.

In one embodiment of the invention, for example, there may be present only soap/fatty acid and neutralizing solvent such as potassium hydroxide (e.g., no viscosity reducing co-solvent such as dipropylene glycol, propylene glycol). Such an embodiment would minimize the level of long chain length, fatty acid/soaps (which tend to increase viscosity) and certainly ensure their level is within defined ranges. In another embodiment of the invention, the concentrate could tolerate higher levels of longer chain length soaps/fatty acids but would also have some required level of synthetic surfactant and/or viscosity reducing co-solvent to ensure the dispensing force is within defined parameters.

As far as the applicants are aware, the art does not disclose the specific parameters required to obtain concentrated soap liquids of the invention, or a method of obtaining these liquids such that the liquid soap has a pumpable, readily pourable rheology, i.e., measured by dispensing force which is defined in the protocol. Specifically, there is nothing in the art which would teach or suggest the person of ordinary skill either that this is a problem or how to begin to solve such problem.

GB-A-699,189 is an example of references disclosing compositions made by neutralization of fatty acids with caustic potash. Although the fatty acids of the resulting liquid cleansers are neutralized, there is no indication of partial neutralization, or of the resulting critical, specific ratios, of fatty acid to soap. Further, there is no disclosure that such specific ratios, or of any of the other criticalities of saturation, chain length, etc. which are required to obtain the pumpable (e.g., squeezable), concentrated soap liquids of the invention having defined viscosity. This reference is typical of many older references from before 1960.

- 5 -

More recent references include those which use soap at much lower levels. Examples of such references include WO 95/13355, WO 05/18760 and WO 97/27279.

5 U.S. Patent No. 5,952,286 and 6,077,816, both to Puvvada, relate to the use of free fatty acid to form lamellar structures in liquid cleansing products having 9 to 50% surfactant concentration. Overall concentrations of surfactant in these references are lower than the overall concentration of surfactant (e.g., soap plus fatty acid) of the compositions of the invention and the concentrations of water are  
10 higher than those of our invention. Further, there is no recognition of use of specific ratios of fatty acid to soap or of other criticalities noted.

U.S. Patent No. 7,351,749 to Divone et al. relates to the process for manufacture of personal care products using concentrated water phase. The reference is not  
15 related to concentrated soaps or to specific ratios of fatty acid to the soap.

U.S. Patent No. 5,296,158 and 5,149,574 to MacGilp disclose compositions with potassium soap and free fatty acid. Concentrations of water are 55-90% compared to top solvent concentration (water/solvent) of 40% in our invention.  
20 U.S. Patent No. 4,310,433 to Stiros discloses mixtures of neutralized and unneutralized fatty acids where fatty acids are mixtures of saturated and unsaturated. The compositions again comprise 50-95% water, levels of solvent well above those of our invention. Various other references to MacGilp, (U.S. Patent No. 5,158,699; U.S. Patent No. 5,296,157) also have much higher levels of  
25 water/overall solvent.

U.S. Patent No. 5,308,526 to Dias discloses composition with K<sup>+</sup> soap and free fatty acids. They comprise 35-70% water. The compositions have much less than 50% soap.



- 6 -

WO 2004/080431 to Unilever relates to method of preparing personal care compositions from concentrate. There appears to be no recognition of a concentrate having critically specific levels of neutralization (ratio of fatty acid to soap) or other noted variables which provide a rheology allowing concentrated soap formulations to be pumped or readily dispensed. The reference also fails to disclose a separate concentrated liquid (e.g., as separate stand alone product) which can be sold to consumers for possible dilution at home.

GB 2005297 (Unilever) discloses liquid soap compositions comprising potassium soap, 0-20% glycerol, 5-20% alkylene glycol, 0-10% free fatty acids and 20-50% water. Levels of soap are well below the 50% level of the subject invention.

GB1427341 (Unilever) discloses potassium soap crystals in aqueous glycerin solution comprising 12-40% glycerol and 20-50% H<sub>2</sub>O. Again, levels of soap are well below those of compositions of the invention.

JP 2006/282,591 and JP 2002/226,359 relate to face wash creams. Neither appears to disclose criticality of fatty acid to soap in combination with other criticalities to yield a high concentrated, pumpable liquid soap.

None of the reference discloses high soap (>50% by wt.) compositions having a critical ratio of fatty acid to soap or combination with criticalities of saturation, chain length, solvent etc. to produce pumpable, concentrated liquid soaps. There also is no reference relating to sale of such specific compositions as stand alone concentrates with instructions for home dilution.

Unexpectedly, and quite unpredictably, the applicants have now found that, if the ratio of unneutralized fatty acid to neutralized fatty acid soap (in a concentrate solution where soap comprises >50%, preferably  $\geq 60\%$  of concentrate) is kept



- 7 -

within a specific critical window, in combination with other critical parameters noted below, the resulting concentrate will have a rheology that allows it to be pumped and/or dispensed. Such pumpability is defined as a formulation which can be dispensed by a force of less than 300N at steady state when measured at  
5 temperature of 23°C. Measurement can also be made at 12°C although, for purposes of the measurement definition, the temperature is preferably 23°C. Measurement details are defined in more detail in the protocol below. It should be noted that, although it is probably not possible for humans, unassisted by technology, to generate a force of 300N, tubes of varying orifice size can be  
10 designed which allow for dispensing of fluid at values closer to the upper ranges of Newton force required by the protocol.

In one embodiment, the invention relates to a concentrated soap formulation, which, optionally, can be moved (as an intermediate for preparation of final  
15 product at same or other site); or which is sold as a "final" product (e.g., to be diluted by consumer elsewhere). In a second embodiment, the invention relates to a packaged product containing said concentrated solution. Finally, in a third embodiment, the invention relates to a process for preparing concentrated liquids which process comprises either (a) neutralizing soap stock comprising oils,  
20 triglycerides and fatty acids to provide soap and obtain required parameters (e.g., ratio of fatty acid to neutralized soap); or (b) mixing already neutralized soap and free fatty acid to form mixture having desired criteria.

In one compositional embodiment of the invention, the present application  
25 comprises concentrated soap formulations and does not necessarily comprise synthetic and/or co-solvent (other than water and/or neutralizing hydroxide solution). This embodiment comprises:

(a) >50% by wt. fatty acid soap, preferably >50 to 80%, more preferably 55 to 80%, even more preferably 60 to 80% fatty acid  
30 soap;

- 8 -

- 5 (b) free fatty acid at concentration such that the soap to free fatty acid ratio is about 2:1 to 20:1 on a weight basis, preferably 2.5:1 to 12:1. Typically a ratio of 2.5:1 to 12:1 reflects a neutralization (if soap is formed *in-situ* versus combining fatty acid and already pre-formed soap) of about 60 to about 90% neutralization;
- 10 (c) 0% to 30%, preferably 1% to 20% by wt., more preferably 1% to 15% by wt. (even more preferably 10% by wt. or below) of synthetic non-soap surfactant (e.g., used to help reduce viscosity to defined "pumpable" goal), wherein said synthetic, if used, comprises at least one anionic surfactant and, more preferably, comprises a combination of anionic and amphoteric surfactant wherein anionic comprise more than half of such mixture; although synthetic, if present, helps serve as a viscosity modifier, if short chain soap and fatty acid definitely comprise  $\geq 50\%$  of total, then the synthetic and/or co-solvent (other than water) are not absolutely required; and
- 15 (d) 10-40% by wt. solvent wherein solvent includes combination of water and/or co-solvents preferably selected from alkylene glycols (e.g., propylene glycol, dipropylene glycol, mixtures, etc.); as noted, where short chain soap and fatty acid comprise  $\geq 50\%$ , then co-solvent (other than water) is not required so, preferably, the 10-40% solvent comprises only water;
- 20

wherein the soap counter-ion is preferably potassium and/or amine based counter-ion (e.g., sodium counter-ions can be used, but tend to increase viscosity);

25

wherein soap and fatty acid chains may be a mix of saturated and unsaturated, but are preferably  $>75\%$ , more preferably 80% to 100%, even more preferably 96% to 100% and even more preferably 100% saturated;

30



- 9 -

wherein soap and fatty acid comprise a mixture of long ( $>C_{14}-C_{30}$ ) and short ( $\leq C_{14}$ ) chain and preferably comprise  $\geq 50\%$ ; more preferably  $>60\%$ , even more preferably  $>75\%$  short chain (as indicated above, where short chain is definitely  $\geq 50\%$ , synthetic and/or co-solvents are not required, although of course small amounts, e.g., less than 5% by wt., preferably less than 3%, more preferably less than 1% of one or both may be used);

and wherein the "pumpable" viscosity achieved by maintaining ratio of soap to fatty acid (e.g., through neutralization) and maintaining other noted variable within defined parameters is defined as a dispensing force of less than 300 Newtons (N) measured at steady state and at a temperature of  $23^\circ$  or  $12^\circ\text{C}$  as defined in the protocol.

In a second compositional embodiment of the invention, the invention comprises concentrated soap formulation where short chain fatty acid and soap ( $\leq C_{14}$ ) is less than 50% total fatty acids and soap. Long chain ( $>C_{14}$ ) may comprise  $>50\%$  to 80%, or possibly even more. In this embodiment, viscosity modifier such as some synthetic and/or co-solvent is required to ensure pumpable viscosity as defined in the protocol.

More specifically, this embodiment comprises:

- (a)  $>50\%$  by wt., preferably  $>50\%$  to 80%, more preferably 55% to 80% and even more preferably 60% to 80% fatty acid soap;
- (b) free fatty acid in the same ratio as defined for the first compositional embodiment;
- (c) 0% to 30%, preferably 1% to 20%, more preferably 1% to 15%, even more preferably 5% to 15% synthetic, preferably comprising at least one anionic; and

- 10 -

(d) 10% to 40% solvent which preferably will comprise 1% to 15% solvent other than water;

wherein at least 1% to 10%, preferably at least 2 to 10% by wt. of total (c) and/or solvent other than water in (d) (i.e., there must be present at least 1% synthetic  
5 surfactant and/or solvent other than water) must be present and where such other solvent is preferably an alkylene glycol;

wherein counter-ion and level of saturation are as defined for first compositional embodiment;

10

wherein long chain soap ( $>C_{14}$ ) comprises >50% to 80% of fatty acid/soap chain length; and

wherein pumpable viscosity combined is defined as a dispensing force of less  
15 than 300 Newton (N) at steady state as defined in protocol.

In another embodiment, the invention provides a packaged personal care/personal wash product which comprises:

- 20 (a) a container or bottle comprising a label or advertising intended for sale or distribution to consumers; and  
(b) concentrated soap formulation as defined in the compositional embodiments of the invention.

In this embodiment, the container or a package in which the container is held may  
25 contain instructions to the consumer as to how and when to dilute the concentrated product for ultimate use.

In yet another embodiment, the invention comprises a process for preparing a concentrated soap liquid according to either compositional embodiment which  
30 process comprises:



- 11 -

- 5 (a) reacting a soap stock comprising oils, triglycerides, fatty acids and mixtures thereof with a neutralizing solution, preferably a caustic solution such as KOH, to obtain composition where ratio of soap to free fatty acid is between 2:1 to 20:1, preferably 2.5:1 to 12:1 on weight basis (generally corresponding to level of 60-90% neutralization), and subsequently or simultaneously combining soap stock and neutralizing solution with 0% to 20% synthetic surfactant, and 10% to 40% solvent; or
- 10 (b) mixing already neutralized soap and free fatty acid to form mixture having ratios and/or neutralization levels noted above and subsequently combining with same levels of synthetic surfactant, and solvent also noted.

15 These and other aspects, features and advantages will become apparent to those of ordinary skill in the art from a reading of the following detailed description and the appended claims. For the avoidance of doubt, any feature of one aspect of the present invention may be utilized in any other aspect of the invention. It is noted that the examples given in the description below are intended to clarify the invention and are not intended to limit the invention to those examples per se.

20 Other than in the experimental example, or where otherwise indicated, all numbers expressing quantities of ingredients or reaction conditions used herein are to be understood as modified in all instances by the term "about".

25 Similarly, all percentages are weight/weight percentages of the total composition unless otherwise indicated. Numerical ranges expressed in the format "from x to y" are understood to include x and y. When for a specific feature multiple preferred ranges are described in the format "from x to y" it is understood that all ranges combining the different endpoints are also contemplated. Further in specifying the range of concentration, it is noted that any particular upper

30 concentration can be associated with any particular lower concentration. Where

- 12 -

the term "comprising" is used in the specification or claims, it is not intended to exclude any terms, steps or features not specifically recited. For the avoidance of doubt, the word "comprising" is intended to mean "including" but not necessarily "consisting of" or "composed of". In other words, the listed steps, options, or  
5 alternatives need not be exhaustive. All temperatures are in degrees Celsius (°C) unless specific otherwise. All measurements are in SI units unless specified otherwise.

10 The present invention relates to liquid soap formulations with highly concentrated amounts of soap, yet which maintain a viscosity/rheology suitable for these concentrated soaps to be pumped from a reservoir, container or bottle, as defined by formulations which can be dispensed by a dispensing force less than 300N at steady state measured at 23°C and defined using protocol below. Unexpectedly,  
15 the applicants have found that, only when the ratio of neutralized soap to unneutralized free fatty acid is maintained within strict, critically defined limits, and parameters such as counter-ion, saturation, chain length of fatty acids and soap; solvent and/or synthetic surfactant levels etc. are controlled, only then is it possible to obtain such concentrated soap formulations (i.e., >50% soap) which  
20 maintain the characteristics of a suitable pumpable liquid (defined by a dispensing force as noted).

In a compositional embodiment, the invention is directed to the concentrated liquid formulations themselves. Those compositions are defined by ratios of neutralized  
25 soap to fatty acid (which also correspond to levels of neutralization) where the critical rheology is obtained. The formulations can be obtained by controlled neutralization and/or by mixing fatty acids and soap to fall within the critically defined parameters.



- 13 -

One aspect of the compositional invention is directed to compositions where preferably  $\geq 50\%$  of soap/fatty acid have chain length  $\leq C_{14}$  and wherein use of synthetic surfactant and/or certain co-solvents is not required, and a second aspect is directed to composition having  $>50\%$  chain length  $>C_{14}$  and where a  
5 minimum level of synthetic and/or co-solvent (e.g., alkylene glycol) is required. Although it is theoretically possible in this second aspect with compositions having  $>50\%$  chain length  $C_{14}$  that component (d) could be only co-solvent other than water (e.g., that there is no water), as a practical matter the co-solvent preferably comprises 1% to 50% of all solvent (e.g., 50% to 99% is water).

10

In a second embodiment, the invention is defined by a packaged consumer product which comprises the packaged bottle or container comprising the concentrated formulation of the first compositional embodiment. Preferably, the label provides instructions to consumers on how to add water to effectively use  
15 the concentrates.

In a third embodiment, the invention comprises a process for preparing these unique concentrated soap liquids which process essentially comprises controlling the neutralization process and/or reactants to ensure the final product has the  
20 criticality defined ratios which will ensure the unpredictable pumpable rheology.

The invention is described in greater detail below.

The composition of the invention comprises as noted,  $>50\%$  by wt. fatty acid soap,  
25 preferably  $>50\%$  to  $80\%$  by wt., more preferably  $55\%$  to  $80\%$ , even more preferably  $60$  to  $80\%$  fatty acid soap.

In addition, compositions of the invention comprise free fatty acid and indeed, it is the ratio of free fatty acid to soap which helps define (along with other variables  
30 discussed below) the rheology which is required for "pumpability".

- 14 -

More specifically, the concentration of free fatty acid to soap (obtained either by controlled neutralization or by simple mixing) is such that ratio of soap to free fatty acid is about 2:1 to 20:1, preferably 2.5:1 to 12:1. This latter ratio typically reflects a neutralization (if formed *in-situ*) of about 60 to 90% neutralization.

5

Further the counter-ion on soap; the degree of saturation or unsaturation; chain length distribution in soap and/or fatty acid, and levels of synthetic and/or solvent can be critical in determining final rheology (e.g., what dispensing force is required for pumping or dispensing). As indicated, depending in particular on chain length  
10 distribution, the levels of synthetic and/or solvent can also be critical in obtaining the right feeling.

Although any salt counter-ion can be used, preferably the counter-ion for the soap is potassium. Sodium counter-ions tend to increase the viscosity, and may raise  
15 the viscosity above that required by the invention depending on interplay of other factors (for example, use of sodium might require also greater use of synthetic and/or co-solvent). Amine based counter-ions (trialkanolamine, ammonium, etc.) may have similar effect as potassium and can also be used. Other counter-ions which may be used include calcium, magnesium and zinc. As indicated,  
20 preferably the goal is to use counter-ions which have the least effect on viscosity and which will allow, together with other factors, pumpability as defined to be maintained.

In particular, as noted, it is preferred to use counter-ions which are 50% to 100%,  
25 more preferably 80% to 100% and even 100% potassium and/or amine (e.g., trialkanolamine). More preferably, counter-ion can be >75%, preferably 80% to 100% potassium.

It is also preferred to use saturated fatty acid and soap chains. Saturated chains  
30 generally have fewer colour (e.g., browning) or odour problems, and have



- 15 -

generally good lather. Some unsaturates may be used, however, in that they help keep the product softer or pastier, for example. Typically, it is preferred to use >75%, more preferably 80% to 100%, even more preferably 96% to 100% and even 100% saturated chains.

5

Fatty acids and soaps of chain length  $C_{14}$  or less are also generally preferred. Typically, a product of chain length only above  $C_{14}$  would have very thick rheology. As discussed above, however, although having  $\geq 50\%$  short chain length ( $\leq C_{14}$ ) is preferred (and is encompassed by first compositional embodiment of the invention), a composition comprising  $< 50\%$   $C_{14}$  chain length, i.e., having >50% to 80%  $> C_{14}$  chain length may be used but, in such cases (as in the second compositional embodiment), a minimum amount of synthetic surfactant and/or co-solvent (other than water) are used. Preferably, if solvent is used, it is an alkylene glycol solvent, such as, for example, dipropylene glycol or propylene glycol. As also noted above, use of synthetic and/or co-solvent as viscosity modifiers may also be found if sodium (or other counter-ion which may enhance viscosity too much) is used as soap counter-ion.

10

15

As indicated previously, while in this second embodiment it is theoretically possible that all solvent is only solvent other than water, this is very difficult to achieve and generally, solvent other than water will comprise 1% to 50% of all solvent in this embodiment, e.g., water comprises 50 to 99%. The key (for both embodiments) is to manipulate ratios, counter-ions, synthetic and/or solvent to ensure the dispensing force of the resulting solution as per test described in the protocol is less than 300 Newtons (N) at steady state when measured at a defined temperature.

20

25

Compositions of the invention should also comprise 0% to 30%, preferably 1% to 20%, more preferably 1% to 15%, even more preferably 1% to 10% by wt. synthetic non-soap surfactant. Again, in formulation with  $\geq 50\%$  chain length of

30

- 16 -

$\leq C_{14}$ , no synthetic may be needed whereas, if  $>50\%$  is  $>C_{14}$ , some synthetic and/or co-solvent is required.

While syndet (synthetic detergent) is not required to produce, for example, a soft  
5 paste at  $23^{\circ}\text{C}$ , the syndet can be used to reduce low temperature viscosity (as  
can co-solvent, as noted below), for reasons noted.

Typically, synthetic surfactant, if present, will comprise at least one anionic  
surfactant (e.g., alkyl sulfate or isethionate). Preferably, the compositions will  
10 comprise a combination of anionic synthetic and amphoteric surfactant (e.g.,  
betaine), especially when anionic comprises 50% or greater of such mixture of  
synthetics.

The concentrate compositions of the invention further comprise 10% to 40% by  
15 wt. solvent. The solvent comprises water or caustic neutralizing solution and may  
further comprise non-water co-solvent, e.g., polypropylene glycol.

Generally, the greater the amount of co-solvent, the less water required. It is also  
easy to keep viscosity within required range as more co-solvent and less water is  
20 used.

Viscosity reducing co-solvents of the invention include propylene glycol,  
dipropylene glycol, polypropylene glycol, ethylene glycol, polyethylene glycol and  
many other such related solvents as would be well known to those skilled in the  
25 art.

In one embodiment, glycerin can be used as co-solvent. While glycerin does not  
enhance low temperature stability, low viscosity product can be made with small  
amounts of glycerin. At levels above about 10%, higher amounts of co-solvent  
30 and/or synthetic surfactant might have to be used.



- 17 -

Finally, a suitable pumping viscosity is defined as a product which requires a dispensing force of less than 300N, measured as defined in protocol.

The concentrate formulations of the invention, in addition to comprising soap/fatty acid, solvent and synthetic surfactant, may also comprise various benefit agents and/or other ingredients which can typically be used in flowable, liquid personal care formulations.

Benefit agent may be any material that has potential to provide an effect on, for example, the skin.

The benefit agent may be water insoluble material that can protect, moisturize or condition the skin upon deposition from compositions of invention. These may include silicone oils and gums, fats and oils, waxes, hydrocarbons (e.g., petrolatum), higher fatty acids and esters, vitamins, sunscreens. They may include any of the agents, for example, mentioned at column 8, line 31 to column 9, line 13 of U.S. Patent No. 5,759,969.

The benefit agent may also be a water soluble material such as glycerin, polyols (e.g., saccharides), enzyme and  $\alpha$ - or  $\beta$ -hydroxy acid either alone or entrapped in an oily benefit agent.

The compositions may also comprise perfumes, sequestering agents such as EDTA or EHDP in amounts 0.01 to 1%, preferably 0.01 to 0.05%; colouring agents, opacifiers and pearlizers such as zinc stearate, magnesium stearate,  $\text{TiO}_2$ , mica, EGMS (ethylene glycol monostearate) or styrene/acrylate copolymers.

The compositions may further comprise antimicrobials such as 2-hydroxy 4,2'4'-trichlorodiphenylether (DP300), 3,4,4'-trichlorocarbanilide, essential oils and

- 18 -

preservatives such as dimethyl hydantoin (Glydant XL 1000)<sup>TM</sup>, parabens, sorbic acid, etc.

5 The compositions may also comprise coconut acyl mono or diethanol amides as suds boosters, and strongly ionizing salts such as sodium chloride and sodium sulfate may also be used to advantage.

10 Antioxidants such as, for example, butylated hydroxyl toluene (BHT) may be used advantageously in amounts of about 0.01% or higher if appropriate.

10 Cationic conditioner which may be used including Quatrisoft<sup>TM</sup> LM-200 Polyquaternium-24, Merquat<sup>TM</sup> Plus 3330-Polyquaternium 39; and Jaguar<sup>®</sup> type conditioners.

15 Composition may also include clays such as Bentonite<sup>®</sup> claims as well as particulates such as abrasives, glitter, and shimmer.

20 In a second embodiment of the invention, the invention relates to a packaged personal care or personal wash product which comprises a container or bottle which container or bottle comprises a label (e.g., indicating product logo or insignia) and/or advertising (e.g., print copy or other form of advertising) and which is intended for sale or distribution. The product comprises the soap formulation as set forth in the compositional embodiment of the invention.

25 In a preferred embodiment, the package or container has instructions which directs the consumer how and when to dilute the concentrated soap for use at home or elsewhere.

30 This packaged product can be used, for example, to save on cost of transporting a much heavier product to the point of sale (e.g., market) by the producer of the

- 19 -

product and further to save cost (weight/energy, etc.) of the consumer to transport to their point of use. Further, it provides an ecologically friendly product which can be used as a source of advertising and good will.

- 5 In a third embodiment, the invention relates to a process for making concentrated soap.

This can be done either by reacting soap stock and fatty acid to neutralize and obtain ratios as required by the invention (e.g., *in situ*) that meet required viscosity  
10 targets for obtaining "pumpability"; and/or by mixing already prepared soap and fatty acid to obtain same desired ratios. In either case, the fatty acid and soap (preferred or not) are further reacted with optional synthetic and with solvent to form final concentrates.

## 15 EXAMPLES

Protocol

Rheological Measurement Protocol

20

In the rheological measurement used to determine pumpability, a tube which is 31.4 mm in diameter is used. This tube is open on one end and sealed at the other end with an orifice plate which has a hole that is 3 mm in diameter and 12 mm in length. 150 ml of product is first loaded into the tube through the open end.

25

A piston is then inserted into the open end of the tube and the product is pushed through the orifice at a flow rate of 0.5 ml/sec using an Instron universal testing machine. Using the Instron the force required to achieve this flow rate at steady state is measured. To account for frictional forces, a second run is then

30

conducted without any product in the tube at the same piston velocity. The force required to push the piston without product is then subtracted from the force



- 20 -

required to push the product through the orifice. This friction adjusted force is defined as the product dispensing force. According to the subject invention, products which are defined as “pumpable” require a force of less than 300 N at steady state. Steady state is defined as the longest measured interval over which  
5 the measured dispensing force is approximately consistent. In order for the measurement interval to be considered the steady state interval, more than 0.75 ml of product must be dispensed during the interval. This rheological measurement simulates flow from a tube and is a direct determination of the amount of force required to dispense the product from a tube. The measurements  
10 were conducted at two temperatures, 23 °C and 12°C although, for purposes of keeping definition consistent, the measuring temperature is preferably 23°C. The temperature was held constant using a temperature controlled jacket surrounding the tube.

15 In short, pumpability is defined as requiring less than 300N of force to extrude through an orifice which is 3mm in diameter and 12 mm in length as described above. Primarily, the test is to be conducted at a temperature of 23°C (e.g., about room temperature)

## 20 Sample Preparation

The examples were made by first heating the fatty acid blend in a mixer to a temperature between 65-80°C. Of the total caustic required 75%-90% was added to the melted fatty acids while mixing at low speed during a period of  $\geq 15$   
25 minutes. The mixing speed used was sufficient to thoroughly react the caustic. Synthetic detergent (SLES, CAPB or sodium lauryl sarcosinate) and co-solvent (dipropylene glycol, i.e., DPG or PPG-9) were then mixed into the fatty acid soap blend. After the addition of synthetic detergent and co-solvents, the remaining caustic was added and the mixed well. The final product was then cooled to room  
30 temperature.

- 21 -

## Definitions:

SLES	=	sodium lauryl ether sulfate
CAPB	=	cocoamidopropyl betaine
5 PPG	=	polypropylene glycol
HT	=	hard topped

## Examples

- 10 Using the rheological protocol noted above, a commercial soap bar was tested. The soap bar represents the low water soap formulations which are in the prior art. These formulations have a high viscosity and can not be dispensed from a tube. The force which would be required for dispensing a soap bar according to the applied rheological protocol is 5160 N. This force is well above the critical
- 15 range of the subject invention of 0-300 N.

For the raw materials used in the example formulations the chain length distributions are given in the table below:

Chain Length	HT Coconut Fatty Acid	Lauric Acid	Myristic Acid	Palmitic Acid	Commercial Stearic Acid
Short Chain (<C8) (wt%)	0	0	0	0	0
Capric C10 (+C8) (wt%)	0	0	0	0	0
Lauric C12 (+C11) (wt%)	55.1	100	0	0	0
Myristic C14 (+C13) (wt%)	21.9	0	100	2	2
Palmitic C16 (+C15) (wt%)	11.4	0	0	92	45
Stearic C18 (+C17) (wt%)	11.4	0	0	6	52
Long Saturates >=C19 (wt%)	0.2	0	0	0	0
Other	0	0	0	0	1

20

- 22 -

## Examples 1-3 and Comparatives A &amp; B

For a mixture of short chain potassium soaps, a critical window of neutrality exists where the soap mixture has a low enough viscosity (as defined in the protocol) for dispensing from a tube. The examples below (Example 1-3 and Comparatives A & B) show that for neutralizations where the final soap:fatty acid ratio is between 2:1 and 20:1, a low viscosity soap mixture is obtained at room temperature. In all of the examples, more than 75% of the fatty acid chains used have chain length less than or equal to C<sub>14</sub>.

10

## Examples 1-3 and Comparatives A &amp; B

Ingredients by wt%					
Formulation Number	Comp A	1	2	3	Comp B
HT Coco Fatty Acid	53.6%	51.4%	0.0%	47.6%	45.9%
Lauric Fatty Acid	0.0%	0.0%	34.1%	0.0%	0.0%
Myristic Fatty Acid	21.4%	20.5%	34.1%	19.0%	18.3%
KOH (45 wt%)	25.0%	28.1%	31.8%	33.4%	35.8%
Soap:Fatty Acid	1.75	2.74	4.71	10.50	Infinite
Solvent Concentration	17%	19%	22%	23%	25%
Dispensing Force @ 23 °C	412	232	53	38	1061
Dispensing Force @ 12 °C				1106	
% of Fatty acid and soap with chain length >C <sub>14</sub>	16.4%	16.4%	0.0%	16.4%	16.4%
% of neutralization of final composition	60%	70%	80%	90%	100%

As seen from examples above, when soap to fatty acid ratio was in ranges of invention and percent of fatty acid and soap having chain length  $\leq C_{14}$  is greater than or equal to 50% (Example 1-2), the dispensing force was clearly less than 300N (defining pumpable viscosity). When outside such ratios (Comparative A has ratio of 1.75 and comparative B has infinite ratio), dispensing force is well above 300N. It is noted that these compositions comprise no solvent other than

15



- 23 -

water and no syndet and that, measured at 12°C, viscosity is not pumpable as defined.

#### Example 4 and Comparative C

5

If more than 50% of the used fatty acid has a chain length greater than C<sub>14</sub>, the soap mixture is too thick to be dispensed from a tube, even when measured at 73°C (Comparative C). However, with the addition of co-solvent and synthetic surfactant (e.g., SLES and CAPB), the viscosity is within a range which is suitable for tube dispensing (Example 4).

10

Ingredients by wt%		
Formulation Number	Comp C	4
HT Coco Fatty Acid	29.5%	0.0%
Lauric Fatty Acid	0.0%	13.0%
Myristic Fatty Acid	9.5%	12.2%
Palmitic Fatty Acid	7.5%	4.5%
Stearic Fatty Acid	22.1%	23.6%
KOH (45 wt%)	31.4%	0.0%
KOH (85 wt%)	0.0%	13.1%
SLES (70 wt%)	0.0%	9.6%
CAPB (28 wt%)	0.0%	8.6%
DPG	0.0%	9.0%
Water	0.0%	6.4%
Soap:Fatty Acid	9.74	10.58
Dispensing Force @ 23 °C	383	38.8
% of Fatty acid and soap with chain length % >C <sub>14</sub>	51.83%	51.30%
% of neutralization of final composition	89.38%	90.14%
Solvent in final composition	21.88%	30.00%

15

As seen, therefore, even though both examples have >50% of chain length greater than C<sub>14</sub> (which make viscosity higher), the interplay of solvent and synthetic surfactant brings the defined dispensing force from well above 300 (383N) to well below (38.8N).

- 24 -

## Examples 5 and 6 and Comparative D

The viscosity of soap formulations are low enough for dispensing from a tube at solvent concentrations between 10 and 40%. Comparative D has a solvent concentration below 10% and is not dispensable from a tube. Examples 3, 5 and 6 have the same fatty acid blend as Comparative Example D but have a solvent concentration in the range of 10 to 40%. All of these formulations have a dispensing force less than 300 N measured at 23°C. Comparative D has less than 10% solvent and much higher dispensing force. Comparison of Examples 3 and 6 also shows that the addition of the co-solvent DPG lowers the dispensing force to below 300N measured at 12°C (from 1106N to 70N). This demonstrates that co-solvent can be used to improve low temperature dispensability.

Ingredients by wt%			
Formulation Number	Comp D	5	6
HT Coco Fatty Acid	56.5%	37.2%	43.4%
Myristic Fatty Acid	22.5%	14.8%	17.3%
KOH (45 wt%)	0.0%	26.1%	30.4%
KOH (85 wt%)	21.0%	0.0%	0.0%
DPG	0.0%	0.0%	8.9%
Water	0.0%	21.9%	0.0%
<hr/>			
Soap:Fatty Acid	10.49	10.50	10.50
Solvent Concentration	8.9%	40.0%	30.0%
<hr/>			
Dispensing Force @ 23 °C	19094	269	56.8
Dispensing Force @ 12 °C			70
<hr/>			
% of Fatty acid and soap with chain length >C <sub>14</sub>	16.45%	16.45%	16.45%
% neutralization of final composition	89.97%	89.98%	89.98%

15

## Examples 7-9

Like co-solvents, synthetic surfactant can also be used to reduce or maintain the dispensing force below 300 N, particularly low temperature dispensing. Examples

- 25 -

7-9 are two formulations which demonstrate the effect of synthetic surfactants on partially neutralized soap formulations. When compared to Example 3, the addition of synthetic surfactants reduces the dispensing force at both 23°C and 12°C.

5

Ingredients by wt%			
Formulation Number	7	8	9
HT Coco Fatty Acid	37.8%	37.8%	37.8%
Myristic Fatty Acid	15.1%	15.1%	15.1%
KOH (45 wt%)	26.5%	0.0%	0.0%
KOH (85 wt%)	0.0%	14.0%	14.0%
SLES (70 wt%)	9.5%	9.5%	0.0%
CAPB (28 wt%)	8.5%	8.5%	0.0%
Sodium Lauryl Sarcosinate (30 wt%)	0.0%	0.0%	30.1%
DPG	0.0%	3.0%	3.0%
Water	2.6%	12.1%	0.0%
Soap:Fatty Acid	10.50	10.49	10.49
Solvent Concentration	30.0%	30.0%	30.0%
Syndet Concentration	9.0%	9.0%	9.0%
Dispensing Force @ 23 °C	51.5	11.2	6.7
Dispensing Force @ 12 °C	460	91	482
% of Fatty acid and soap with chain length >C <sub>14</sub>	16.45%	16.45%	16.45%
% of neutralization of final composition	89.98%	89.97%	89.97%



## CLAIMS

1. Concentrated soap composition comprising:
  - (a) >50% by wt. fatty acid soap chains;
  - (b) free fatty acid chains at a concentration such that the soap chains to the free fatty acid chains ratio on weight to weight basis is 2:1 to 20:1;
  - (c) 0% to 30% by wt. non-soap synthetic surfactant; and
  - (d) 10% to 40% by wt. solvent, where the solvent includes combination of water, and co-solvents other than water;

wherein both the soap chains and the free fatty acid chains comprise a mixture of saturated and unsaturated chain lengths;

wherein the soap chains and the free fatty acid chains comprise a mixture of long  $>C_{14}$  to  $C_{30}$  and short  $\leq C_{14}$  chain length chains, and the short chain length chains comprise  $\geq 50\%$  by wt. of the mixture; and

wherein the concentrated soap composition has viscosity allowing it to be pumped from a container, wherein said pumpable viscosity is defined by a dispensing force less than 300 N at steady state, measured at 23°C.
2. A composition according to claim 1 wherein the ratio of the soap chains to the free fatty acid chains is 2.5:1 to 12:1.
3. A composition according to claim 1 or claim 2 wherein 50% to 100% of the soap counter-ion are potassium counter-ions.
4. A composition according to any one of claims 1 to 3 wherein >75% of the soap chains and/or the free fatty acid chains are saturated.
5. A composition according to any one of claims 1 to 4 wherein >60% of the soap chains and/or the free fatty acid chains are  $\leq C_{14}$ .
6. A composition according to claim 5 wherein >75% of the soap chains and the free fatty acid chains are  $\leq C_{14}$ .
7. A composition according to any one of claims 1 to 6 further comprising 1% to 15% by wt. of the synthetic surfactant.
8. A composition according to claim 7 wherein the synthetic surfactant comprises at least one anionic surfactant.
9. A packaged personal care/personal wash product comprising:
  - (a) a container or bottle comprising a label or advertising intended for sale or

- 27 -

distribution to consumers; and

(b) the concentrated soap composition according to any one of claims 1 to 8.

10. A process for preparing the concentrated soap composition according to any one of claims 1 to 9 which process comprises:
- (a) reacting a soap stock comprising oils, triglycerides, fatty acids and mixtures thereof with a neutralizing solution to obtain composition where ratio of the soap chains to the free fatty acid chains is between 2:1 to 20:1 on weight basis, and subsequently or simultaneously combining the soap stock and the neutralizing solution with 0% to 30% by wt. of the synthetic surfactant, and 10% to 40% by wt. of the solvent; or
- (b) mixing already neutralized soap chains and free fatty acid chains to form mixture having ratio of the soap chains to the free fatty acid chains of 2:1 to 20:1 on a weight basis; and subsequently combining with 0% to 30% by wt. of the synthetic non-soap detergent and 10% to 40% by wt. of the solvent.
11. Concentrated soap composition comprising:
- (a) >50% by wt. fatty acid soap chains;
- (b) free fatty acid chains at a concentration such that the soap chains to the free fatty acid chains ratio on weight to weight basis is 2:1 to 20:1;
- (c) 0% to 30% by wt. non-soap synthetic surfactant; and
- (d) 10% to 40% by wt. solvent, where the solvent includes combination of water, and co-solvents other than water;
- wherein at least 1% to 10% by wt. of total (c) and/or the solvent other than water in (d) must be present;
- wherein both the soap chains and the free fatty acid chains comprise a mixture of saturated and unsaturated chain lengths;
- wherein the soap chains and the free fatty acid chains comprise a mixture of long  $>C_{14}$  to  $C_{30}$  and short  $\leq C_{14}$  chain length chains, and the long chain length chains comprise >50% by wt. of the mixture; and
- wherein said concentrated soap composition has viscosity allowing it to be pumped from a container, wherein said pumpable viscosity is defined by a dispensing force less than 300 N at steady state, measured at 23°C.
12. A composition according to claim 11 wherein ratio of the soap chains to the free fatty acid chains is 2.5:1 to 12:1.
13. A composition according to claim 11 or claim 12 wherein 50% to 100% of the soap counter-ion are potassium counter-ions.

- 28 -

14. A composition according to any one of claims 11 to 13 wherein >75% of the soap chains and/or the free fatty acid chains are saturated.
15. A composition according to any one of claims 11 to 14 wherein >50% of the soap chains and/or the free fatty acid chains are  $>C_{14}$ .
16. A composition according to any one of claims 11 to 15 wherein >60% to 80% of the soap chains and the free fatty acid chains are  $>C_{14}$ .
17. A composition according to any one of claims 11 to 16 further comprising 1% to 15% by wt. of the synthetic surfactant.
18. A composition according to claim 17 wherein the synthetic surfactant comprises at least one anionic surfactant.