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(54) Title: ORDERED LIQUID CRYSTALLINE CLEANSING COMPOSITION WITH SUSPENDED AIR

(57) Abrégé/Abstract:

An ordered liquid crystalline phase cleansing composition is disclosed that is mild to the skin, contains entrained air and is characterized by excellent sensory and skin feel properties, flow properties.



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(54) Title: ORDERED LIQUID CRYSTALLINE CLEANSING COMPOSITION WITH SUSPENDED AIR

(57) Abstract: An ordered liquid crystalline phase cleansing composition is disclosed that is mild to the skin, contains entrained air and is characterized by excellent sensory and skin feel properties, flow properties.

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ORDERED LIQUID CRYSTALLINE CLEANSING COMPOSITION WITH
SUSPENDED AIR

The present invention relates to detergent compositions
5 suitable for topical application for cleansing the human body,
such as the skin and hair. In particular, it relates to
ordered liquid crystalline phase compositions containing
suspended air and naturally derived thickeners.

10 In order to be acceptable to consumers, a liquid personal
cleansing product must exhibit good cleaning properties, good
lathering characteristics, must be mild to the skin (i.e. not
cause drying or irritation), and preferably have user desired
product application and skin feel characteristics.

15 The majority of prior art liquid cleansing products contain
polymers, long-chain unneutralized fatty acids (e.g. C16-C18)
or oils as thickeners to increase product viscosity. Although
these materials might produce the desired viscosity, they
20 structure the product such that its kinetics of dispersion are
slow, where the lather is slow to build or slow to rinse off.
Furthermore these products evince a heavy or slimy feel when
applied to the skin or hair.

25 Surprisingly, it has been found that the use of an ordered
liquid crystalline phase cleansing composition containing
entrained air combined with naturally derived water soluble or
dispersible thickeners derived from saccharides gums,
proteins, cellulose, clays and blends and derivatives thereof
30 provides a light, airy, soufflé or foam-like appearance, along
with a unique sensory feel and flowability or spreadability

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when combined with hydrophobic emollients and mild non-soap anionic surfactants. Furthermore, the inventive composition remains stable when stored under extremes in temperature.

- 5 Combinations of surfactants and naturally derived thickeners entrained with suspended air have been disclosed for use in liquid cleansing compositions. For example, US Patent Publication 2003/0072779 published on April 17, 2003 discloses a whipped o/w emulsion cleansing soap containing cosmetic.
- 10 Similarly US Patent Nos. 6,605,290 and 6,251,954, both issued to Roulier et al. on Aug. 12, 2003 and June 26, 2001 respectively, disclose a substantially aerated cleansing composition having a density of 0.2 - 0.8 gms/cm³ that includes an associative polymer and an anionic surfactant.
- 15 However there is no disclosure or suggestion in any of these patents and patent applications of an ordered liquid crystal cleansing composition having entrained air, a non-soap anionic surfactant and specific yield strength properties.
- 20 In one aspect of the present invention there is provided an ordered liquid crystalline cleansing composition comprising:
- a. at least about 1 % by wt. of a non-soap anionic surfactant;
 - 25 b. at least about 0.1 % by wt. of an amphoteric surfactant;
 - c. an effective amount of an ordered liquid crystalline phase inducing structurant for inducing liquid crystal structure formation in said cleansing
 - 30 composition;

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- d. wherein the density of said cleansing composition is in the range of about 0.5 to 1.2 gms/cm³ at 25° C.;
- e. a water soluble or dispersible thickening agent selected from proteins, mono, di, oligo and polysaccharides; cellulosic materials, gums, clays, or blends or derivatives thereof;
- f. a yield point in the range of about 3 to 100 Pascals at 25° C.;
- g. wherein the volume percent of air suspended in the composition is about 10 to 60%; and
- h. wherein the composition is stable at 50° C. temperature for 14 days without noticeable phase separation or a decrease in viscosity of more than about 20% or both.

The cleansing composition preferably includes:

- a. at least about 8 % by wt. of a non-soap anionic surfactant (preferably below a maximum amount of 30% by wt.);
- b. at least about 4 % by wt. of an amphoteric surfactant (preferably below a maximum amount of about 15% by wt.);
- c. an amount of an ordered liquid crystalline phase inducing structurant in the concentration range of about 0.01 %to 15% by wt.;
- d. wherein the density of said cleansing composition is preferably about 0.7 to 0.95, more preferably about 0.8 to 0.95;
- e. a water soluble or dispersible thickening agent selected from xanthan gum, pectin, gelatine

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derivatives, clays (such as Laponite), protein derivatives, gellan gum, cellulose gums, and the like.)

5

Advantageously the liquid crystalline phase inducing structurant is selected from a C8 to C24 alkenyl or branched alkyl fatty acid or ester thereof with a melting point below 10 25°C, a C8 to C24 alkenyl or branched alkyl fatty alcohol or ether thereof with melting point below 25°C, a C5 to C12 alkyl fatty acid; and trihydroxystearin. Preferably the volume percent of air in the inventive composition is about 5 to 60 % by wt. (preferably about 10 % to 35 %).

15

Preferably the inventive cleansing composition includes a cationic skin feel agent (preferably in the concentration range of about 0.01 % to 3 %; more preferably selected from hydroxypropyl trimonium chloride, polyquaternium-10 or a 20 blend thereof). Advantageously the inventive composition further includes a hydrophilic and a hydrophobic emollient (preferably the hydrophilic emollient concentration is greater than about 0.1 % (preferably greater than about 2 %) and is less than about 20 %; and the hydrophobic emollient 25 concentration is preferably greater than about 0.5 % (preferably greater than about 5 %) and is less than about 30 % by wt.; useful emollients are preferably selected from mono-, di- and triglyceride oils, polyhydric alcohols, esters and sterols, and the like). More preferably, the inventive 30 composition has a particle size range of the hydrophobic

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emollient is in the range of about 1 to 1000 microns (preferably in the range of about 10 to 50 microns).

Advantageously, the ratio of the anionic to amphoteric surfactant is in the range of about 10:1 to 1:1 (preferably about 6:1 to 2:1); and the composition has lamellar structure (preferably having a viscosity range of about 30,000 to 400,000 cps at 1rpm (spindle T-B @ 25°C). More preferably the pH of the inventive composition is in the range of about 4.5 - 8.0 (preferably 5.5 to 6.5). In a further embodiment the composition is stable at 50°C temperature for 14 days using the standard stability method. Advantageously the composition contains less than about 5 % (preferably less than about 1%) by wt. of soap.

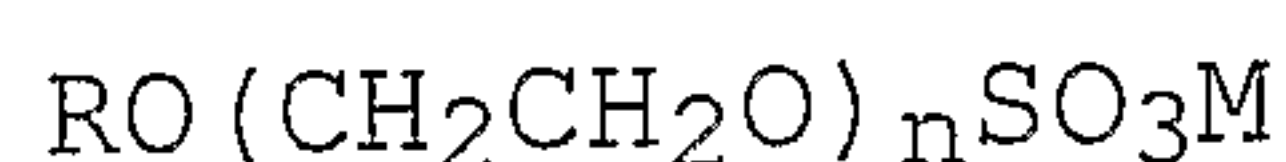
Surfactants are an essential component of the inventive cleansing composition. They are compounds that have hydrophobic and hydrophilic portions that act to reduce the surface tension of the aqueous solutions they are dissolved in. Useful surfactants include anionic and amphoteric surfactants and optionally nonionic or cationic surfactants, and blends thereof.

The cleansing composition of the present invention contains one or more non-soap anionic detergents. The anionic detergent active which may be used may be aliphatic sulfonates, such as a primary alkane (e.g., C₈-C₂₂) sulfonate, primary alkane (e.g., C₈-C₂₂) disulfonate, C₈-C₂₂ alkene sulfonate, C₈-C₂₂ hydroxyalkane sulfonate or alkyl glyceryl

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ether sulfonate (AGS); or aromatic sulfonates such as alkyl benzene sulfonate.

The anionic may also be an alkyl sulfate (e.g., C₁₂-C₁₈ alkyl sulfate) or alkyl ether sulfate (including alkyl glyceryl ether sulfates). Among the alkyl ether sulfates are those having the formula:



10

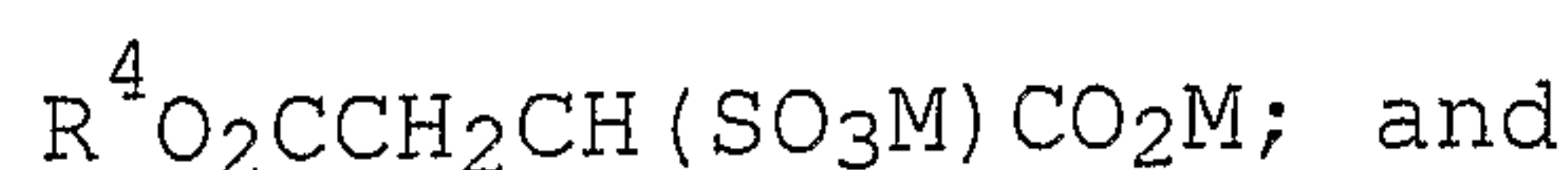
wherein R is an alkyl or alkenyl having 8 to 18 carbons, preferably 12 to 18 carbons, n has an average value of greater than 1.0, preferably greater than 3; and M is a solubilizing cation such as sodium, potassium, ammonium or substituted ammonium. Ammonium and sodium lauryl ether sulfates are preferred.

15

The anionic may also be alkyl sulfosuccinates (including mono- and dialkyl, e.g., C₆-C₂₂ sulfosuccinates); alkyl and acyl taurates, alkyl and acyl sarcosinates, sulfoacetates, C₈-C₂₂ alkyl phosphates and phosphates, alkyl phosphate esters and alkoxyalkyl alkyl phosphate esters, acyl lactates, C₈-C₂₂ monoalkyl succinates and maleates, sulphoacetates, alkyl glucosides and acyl isethionates, and the like.

20

Sulfosuccinates may be monoalkyl sulfosuccinates having the formula:



25

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amide-MEA sulfosuccinates of the formula:

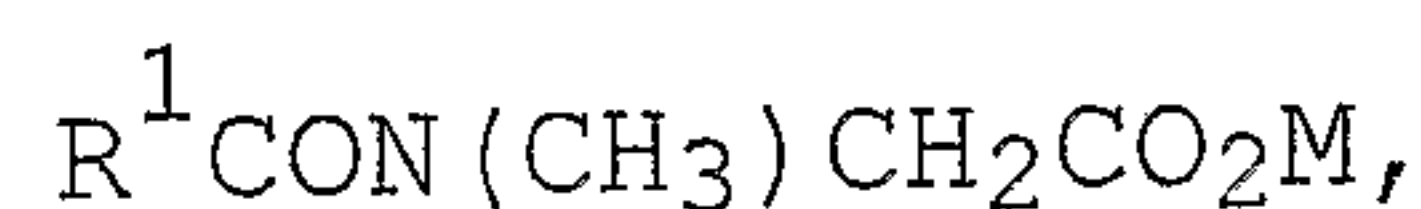


5

wherein R^4 ranges from C_8 - C_{22} alkyl and M is a solubilizing cation.

Sarcosinates are generally indicated by the formula:

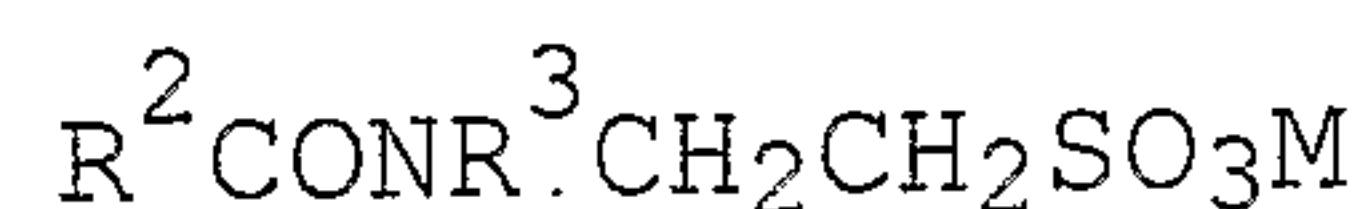
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wherein R^1 ranges from C_8 - C_{20} alkyl and M is a solubilizing cation.

15

Taurates are generally identified by formula:



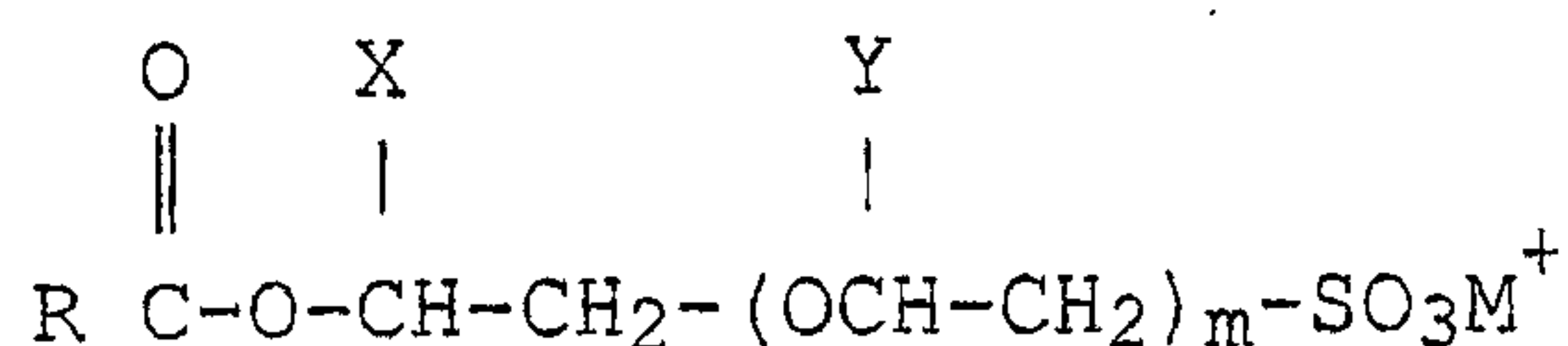
20 wherein R^2 ranges from C_8 - C_{20} alkyl, R^3 ranges from C_1 - C_4 alkyl and M is a solubilizing cation.

The inventive cleansing composition contains anionic surfactants, preferably C_8 - C_{18} acyl isethionates. These esters are prepared by reaction between alkali metal isethionate with mixed aliphatic fatty acids having from 6 to 18 carbon atoms and an iodine value of less than 20. At least 75 % of the mixed fatty acids have from 12 to 18 carbon atoms and up to 25 % have from 6 to 10 carbon atoms.

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The acyl isethionate may be an alkoxyated isethionate such as is described in Ilardi et al., U.S. Patent No. 5,393,466, titled "Fatty Acid Esters of Polyalkoxylated isethonic acid; issued February 28, 1995.

5 This compound has the general formula:



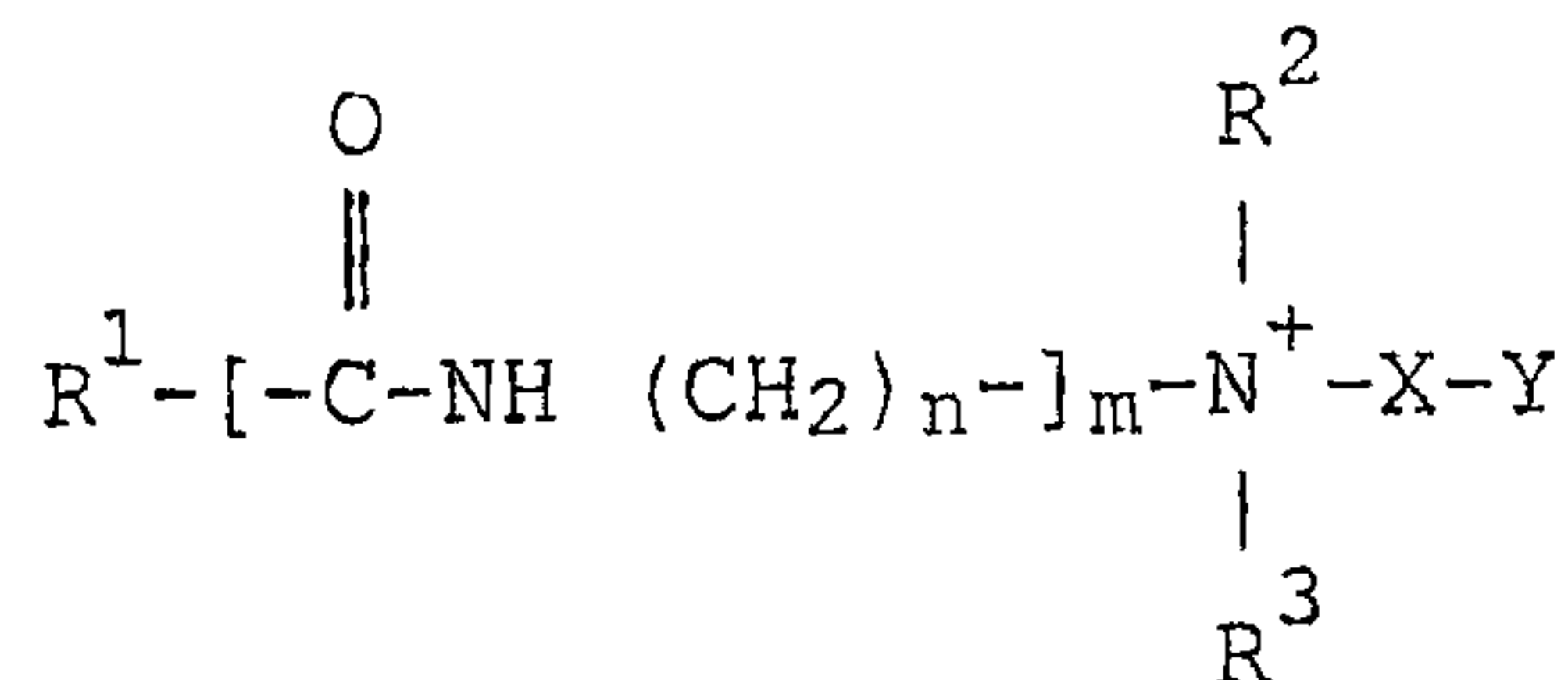
10

wherein R is an alkyl group having 8 to 18 carbons, m is an integer from 1 to 4, X and Y are hydrogen or an alkyl group having 1 to 4 carbons and M^+ is a monovalent cation such as, for example, sodium, potassium or ammonium.

15

One or more amphoteric surfactants are used in this invention. Such surfactants include at least one acid group. This may be a carboxylic or a sulphonic acid group. They include quaternary nitrogen and therefore are quaternary
20 amido acids. They should generally include an alkyl or alkenyl group of 7 to 18 carbon atoms. They will usually comply with an overall structural formula:

25



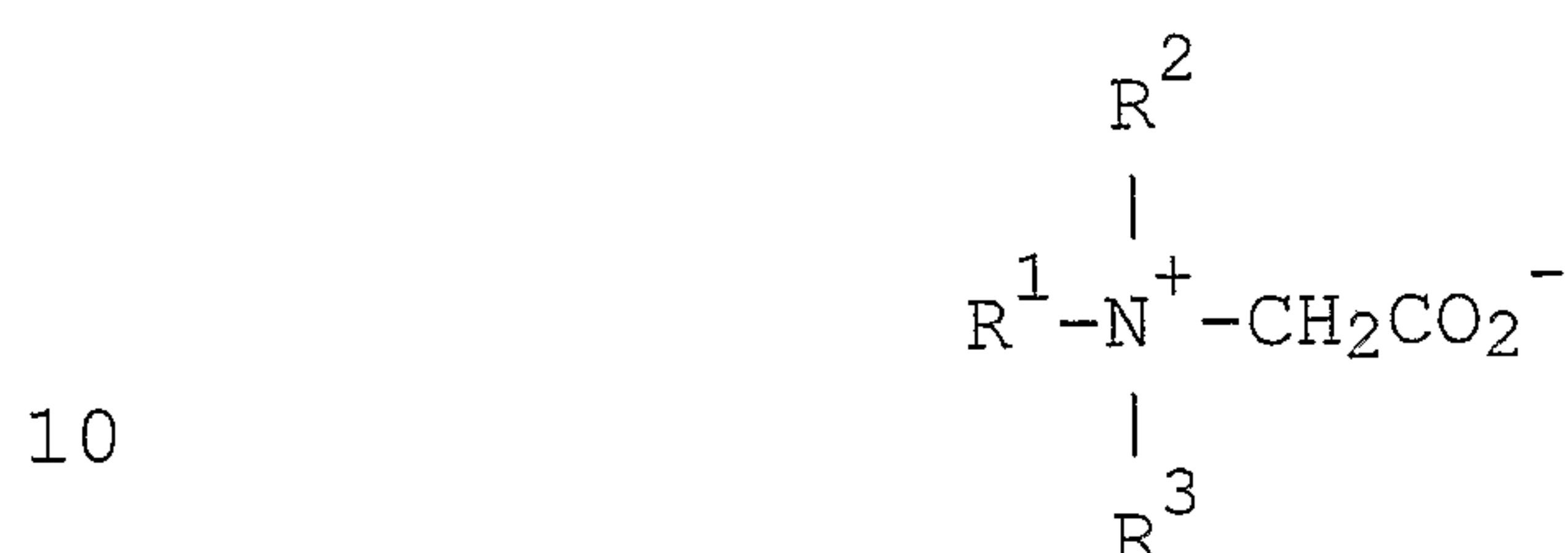
30

where R^1 is alkyl or alkenyl of 7 to 18 carbon atoms;
 R^2 and R^3 are each independently alkyl, hydroxyalkyl or carboxyalkyl of 1 to 3 carbon atoms; n is 2 to 4; m is 0 to

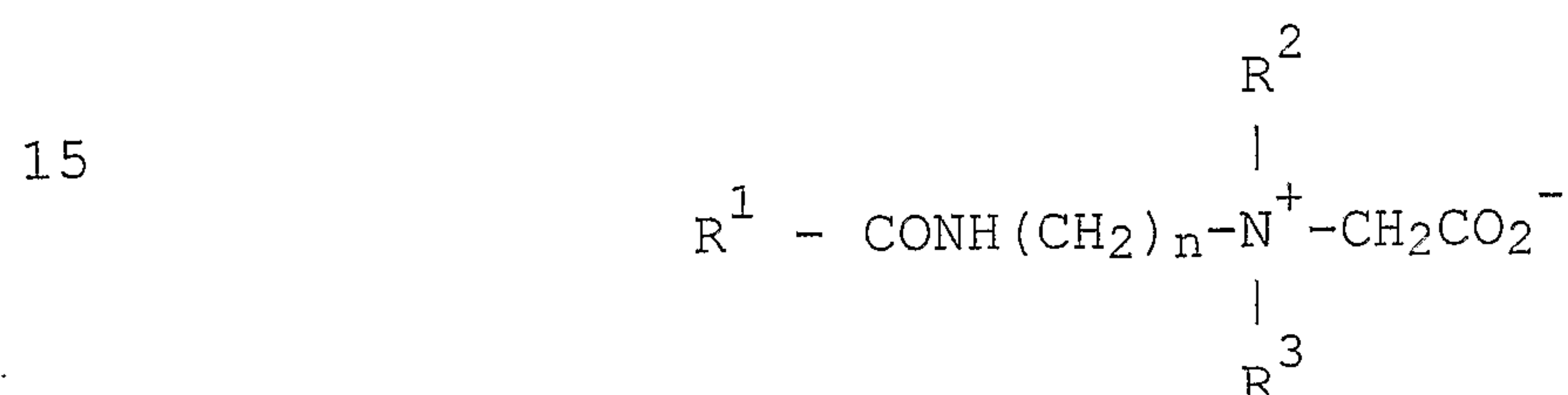
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1; X is alkylene of 1 to 3 carbon atoms optionally substituted with hydroxyl, and Y is $-\text{CO}_2^-$ or $-\text{SO}_3^-$

Suitable amphoteric surfactants within the above general
5 formula include simple betaines of formula:



and amido betaines of formula:



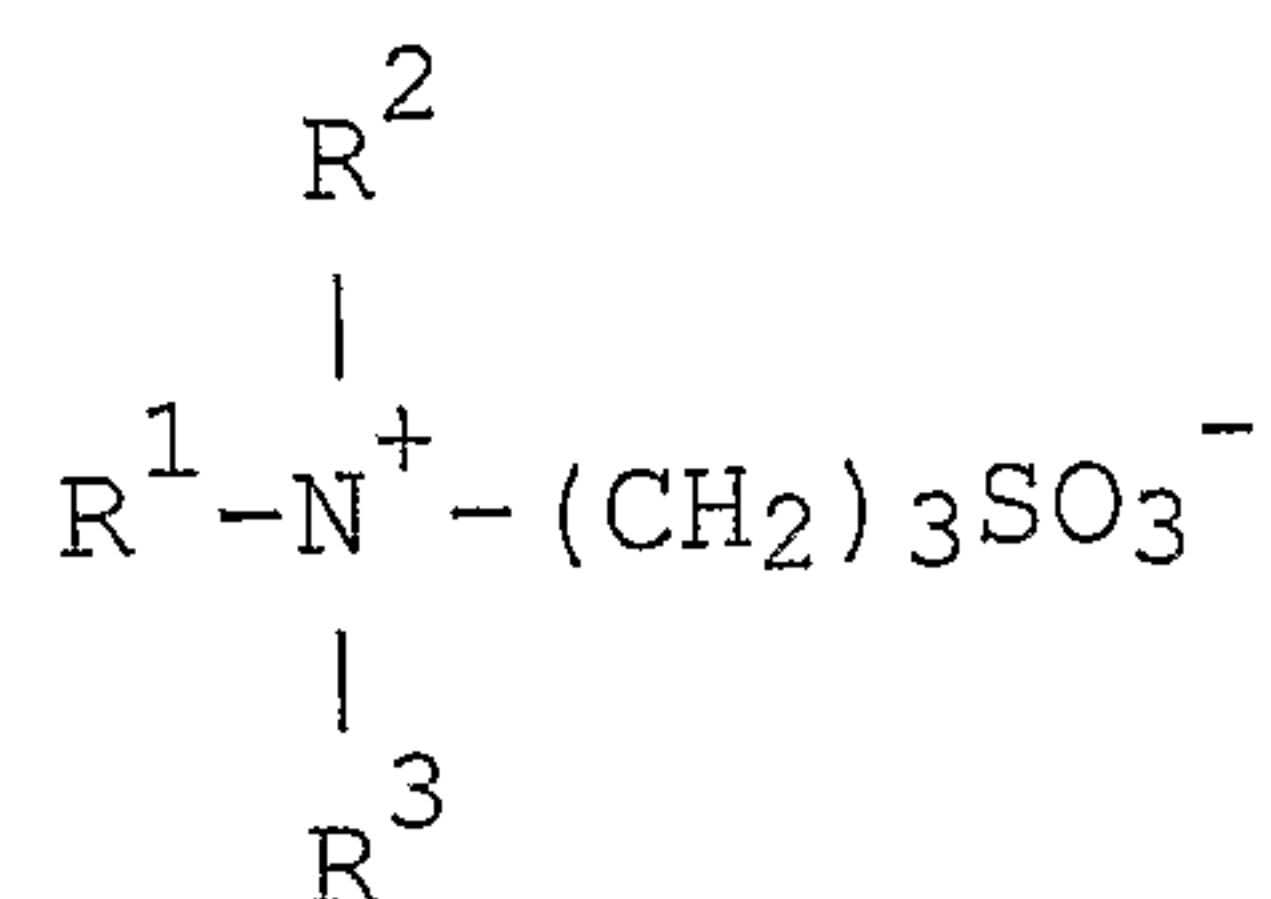
20 where n is 2 or 3.

In both formulae R^1 , R^2 and R^3 are as defined previously. R^1 may in particular be a mixture of C_{12} and C_{14} alkyl groups derived from coconut oil so that at least half, preferably at
25 least three quarters of the groups R^1 have 10 to 14 carbon atoms. R^2 and R^3 are preferably methyl.

A further possibility is that the amphoteric detergent is a sulphobetaine of formula:

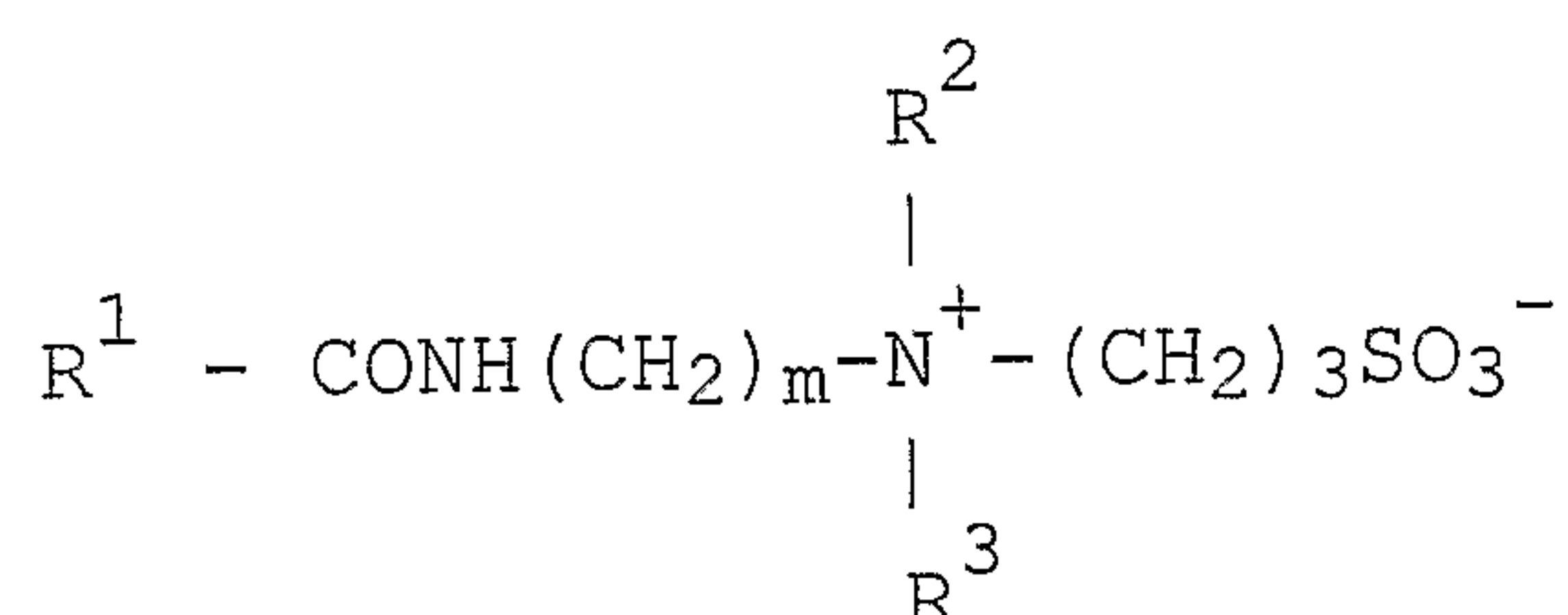
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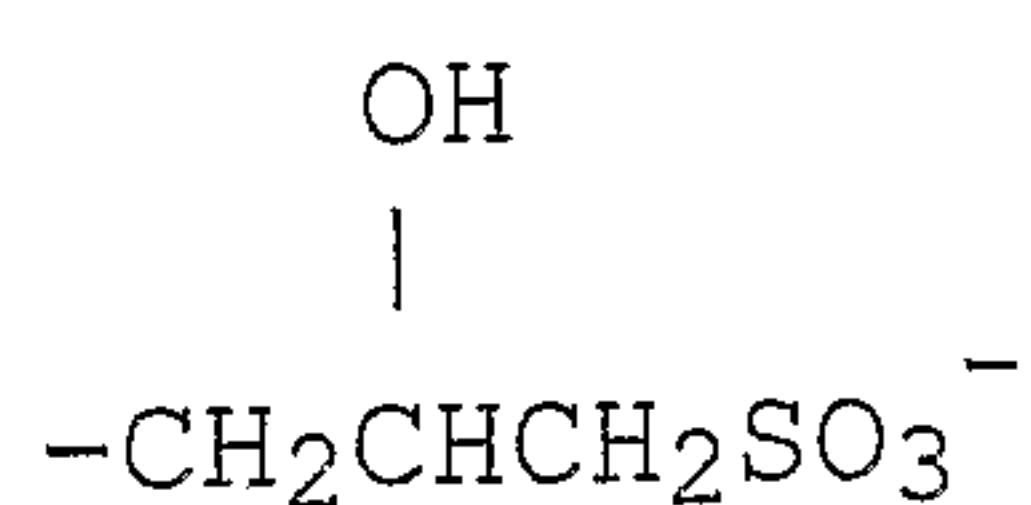
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or



10

15 where m is 2 or 3, or variants of these in which

-(CH₂)₃ SO₃⁻ is replaced by:

20

In these formulae R¹, R² and R³ are as discussed previously.

Amphoacetates and diamphoacetates are also intended to be
 25 covered in possible zwitterionic and/or amphoteric compounds
 which may be used such as e.g., sodium lauroamphoacetate,
 sodium cocoamphoacetate, and blends thereof, and the like.

One or more nonionic surfactants may also be used in the
 30 cleansing composition of the present invention.

The nonionics which may be used include in particular the
 reaction products of compounds having a hydrophobic group and

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a reactive hydrogen atom, for example aliphatic alcohols, acids, amides or alkylphenols with alkylene oxides, especially ethylene oxide either alone or with propylene oxide.

5

Specific nonionic detergent compounds are alkyl (C₆-C₂₂) phenols ethylene oxide condensates, the condensation products of aliphatic (C₈-C₁₈) primary or secondary linear or branched alcohols with ethylene oxide, and products made by
10 condensation of ethylene oxide with the reaction products of propylene oxide and ethylenediamine. Other so-called nonionic detergent compounds include long chain tertiary amine oxides, long chain tertiary phosphine oxides and dialkyl sulphoxide, and the like.

15

The nonionic may also be a sugar amide, such as a polysaccharide amide. Specifically, the surfactant may be one of the lactobionamides described in U.S. Patent No. 5,389,279 to Au et al. titled "Compositions Comprising
20 Nonionic Glycolipid Surfactants issued February 14, 1995; or it may be one of the sugar amides described in Patent No. 5,009,814 to Kelkenberg, titled "Use of N-Poly Hydroxyalkyl Fatty Acid Amides as Thickening Agents for Liquid Aqueous Surfactant Systems" issued April 23, 1991. Nonionic
25 surfactants are preferably used at minimum levels of about 0.1% and maximum levels of about 25%.

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An optional component in compositions according to the invention is a cationic skin feel conditioning agent or polymer, such as for example cationic celluloses. Cationic cellulose is available from Amerchol Corp. (Edison, NJ, USA) in their Polymer JR (trade mark) and LR (trade mark) series of polymers, as salts of hydroxyethyl cellulose reacted with trimethyl ammonium substituted epoxide, referred to in the industry (CTFA) as Polyquaternium™ 10. Another type of cationic cellulose includes the polymeric quaternary ammonium salts of hydroxyethyl cellulose reacted with lauryl dimethyl ammonium-substituted epoxide, referred to in the industry (CTFA) as Polyquaternium™ 24. These materials are available from Amerchol Corp. (Edison, NJ, USA) under the tradename Polymer LM-200.

A particularly suitable type of cationic polysaccharide polymer that can be used is a cationic guar gum derivative, such as guar hydroxypropyltrimonium chloride (Commercially available from Rhone-Poulenc in their JAGUAR trademark series). Examples are JAGUAR C13S, which has a low degree of substitution of the cationic groups and high viscosity, JAGUAR C15, having a moderate degree of substitution and a low viscosity, JAGUAR C17 (high degree of substitution, high viscosity), JAGUAR C16, which is a hydroxypropylated cationic guar derivative containing a low level of substituent groups as well as cationic quaternary ammonium groups, and JAGUAR 162 which is a high transparency, medium viscosity guar having a low degree of substitution.

Particularly preferred cationic polymers are JAGUAR C13S, JAGUAR C15, JAGUAR C17 and JAGUAR C16 and JAGUAR C162,

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especially Jaguar C13S. Other cationic skin feel agents known in the art may be used, provided that they are compatible with the inventive formulation. Cationic polymers are preferably used at minimum levels of about 0.01 % and maximum levels of
5 about 3.0 %.

One or more cationic surfactants may also be used in the cleansing composition. Cationic surfactants are preferably used at minimum levels of about 0.1 % and maximum levels of
10 about 25 %.

Examples of cationic detergents are the quaternary ammonium compounds such as alkyldimethylammonium halogenides.

15 Other suitable surfactants which may be used are described in U.S. Patent No. 3,723,325 to Parran Jr. titled "Detergent Compositions Containing Particle Deposition Enhancing Agents" issued March, 27, 1973; and "Surface Active Agents and Detergents" (Vol. I & II) by Schwartz, Perry & Berch
20 published 1958.

One or more thickeners are used in the invention. These may be of natural or synthetic origin or of derivatives or blends
25 thereof. Some examples of useful natural thickeners are water soluble or dispersible proteins, mono, di, oligo and polysaccharides; cellulosic materials, gums, clays, or blends or water soluble or dispersible derivatives thereof and the like. Some examples of useful synthetic thickeners are
30 polyethylene glycol, polyvinyl pyrrolidone, polyvinyl acetate, acrylate homopolymers and copolymers, methacrylate

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homopolymers and copolymers, carboxymethyl and ethyl cellulose and the like. A particularly suitable type of thickener is gelatine. Thickeners are preferably used at minimum levels of about 0.05 % and maximum levels of about 15 %.

5

In addition, the cleansing composition of the invention may include 0 to about 15 % by wt. optional ingredients as follows: perfumes; sequestering agents, such as tetrasodium ethylenediaminetetraacetate (EDTA), EHDP or mixtures in an
10 amount of 0.01 to 1 %, preferably 0.01 to 0.05 %; and coloring agents, opacifiers and pearlizers such as zinc stearate, magnesium stearate, TiO_2 , EGMS (ethylene glycol monostearate) or Lytron™ 621 (Styrene/Acrylate copolymer) and the like; all of which are useful in enhancing the appearance
15 or cosmetic properties of the product.

The compositions may further comprise antimicrobials such as 2-hydroxy-4,2', 4' trichlorodiphenylether (DP300); preservatives such as dimethyloldimethylhydantoin (Glydant™
20 XL1000), parabens, sorbic acid etc., and the like.

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
25 used to advantage.

Antioxidants such as, for example, butylated hydroxytoluene (BHT) and the like may be used advantageously in amounts of about 0.01 % or higher if appropriate.

30

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In terms of emollients, hydrophillic emollients or humectants such as polyhydric alcohols, e.g. glycerine and propylene glycol, and the like; and polyols such as the polyethylene glycols listed below and the like may be used:

5

Polyox™ WSR-205	PEG 14M,
Polyox™ WSR-N-60K	PEG 45M, or
Polyox™ WSR-N-750	PEG 7M.

10 A blend of a hydrophobic and hydrophilic emollients may be advantageously used. Preferably, hydrophobic emollients are used in excess of hydrophilic emollients in the inventive cleansing composition. Most preferably one or more hydrophobic emollients are used alone. Hydrophobic
15 emollients are preferably present in a concentration greater than about 1, 2, 3, 5, 6, 7, or 10 % by weight. The term "emollient" is defined as a substance which softens or improves the elasticity, appearance, and youthfulness of the skin (stratum corneum) by either increasing its water
20 content, adding or replacing lipids and other skin nutrients, or both, and keeps it soft by retarding the decrease of its water content.

Useful emollients include the following:

25

- (a) silicone oils and modifications thereof such as linear and cyclic polydimethylsiloxanes; amino, alkyl, alkylaryl, and aryl silicone oils;
- (b) fats and oils including natural fats and oils such as
30 jojoba, soybean, sunflower, rice bran, avocado, almond, olive, sesame, persic, castor, coconut, mink

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oils; cacao fat; beef tallow, lard; hardened oils
obtained by hydrogenating the aforementioned oils;
and synthetic mono, di and triglycerides such as
myristic acid glyceride and 2-ethylhexanoic acid
glyceride;

(c) waxes such as carnauba, spermaceti, beeswax, lanolin,
and derivatives thereof;

(d) hydrophobic and hydrophillic plant extracts;

(e) hydrocarbons such as liquid paraffins, vaseline,
microcrystalline wax, ceresin, squalene, pristan and
mineral oil;

(f) higher fatty acids such as lauric, myristic,
palmitic, stearic, behenic, oleic, linoleic,
linolenic, lanolic, isostearic, arachidonic and poly
unsaturated fatty acids (PUFA);

(g) higher alcohols such as lauryl, cetyl, stearyl,
oleyl, behenyl, cholesterol and 2-hexydecanol
alcohol;

(h) esters such as cetyl octanoate, myristyl lactate,
cetyl lactate, isopropyl myristate, myristyl
myristate, isopropyl palmitate, isopropyl adipate,
butyl stearate, decyl oleate, cholesterol
isostearate, glycerol monostearate, glycerol
distearate, glycerol tristearate, alkyl lactate,
alkyl citrate and alkyl tartrate;

(i) essential oils and extracts thereof such as mentha,
jasmine, camphor, white cedar, bitter orange peel,
ryu, turpentine, cinnamon, bergamot, citrus unshiu,
calamus, pine, lavender, bay, clove, hiba,
eucalyptus, lemon, starflower, thyme, peppermint,
rose, sage, sesame, ginger, basil, juniper, lemon

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- grass, rosemary, rosewood, avocado, grape, grapeseed, myrrh, cucumber, watercress, calendula, elder flower, geranium, linden blossom, amaranth, seaweed, ginko, ginseng, carrot, guarana, tea tree, jojoba, comfrey, oatmeal, cocoa, neroli, vanilla, green tea, penny royal, aloe vera, menthol, cineole, eugenol, citral, citronelle, borneol, linalool, geraniol, evening primrose, camphor, thymol, spirantol, penene, limonene and terpenoid oils;
- (j) lipids such as cholesterol, ceramides, sucrose esters and pseudo-ceramides as described in European Patent Specification No. 556,957;
- (k) vitamins, minerals, and skin nutrients such as milk, vitamins A, E, and K; vitamin alkyl esters, including vitamin C alkyl esters; magnesium, calcium, copper, zinc and other metallic components;
- (l) sunscreens such as octyl methoxyl cinnamate (Parsol™ MCX) and butyl methoxy benzoylmethane (Parsol™ 1789);
- (m) phospholipids;
- (n) antiaging compounds such as alpha hydroxy acids, beta hydroxy acids; and
- (o) mixtures of any of the foregoing components, and the like.
- Preferred emollients are selected from triglyceride oils, mineral oils, petrolatum, and mixtures thereof. Further preferred emollients are triglycerides such as sunflower seed oil.
- The inventive cleansing composition possesses ordered liquid crystalline microstructure, preferably lamellar

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microstructure structure. The rheological behavior of all surfactant solutions, including liquid cleansing solutions, is strongly dependent on the microstructure, i.e., the shape and concentration of micelles or other self-assembled
5 structures in solution.

When there is sufficient surfactant to form micelles (e.g. concentrations above the critical micelle concentration or CMC), for example, spherical, cylindrical (rod-like or
10 discoidal), spherocylindrical or ellipsoidal micelles may form. As surfactant concentration increases, ordered liquid crystalline phases such as lamellar phase, hexagonal phase, cubic phase or L3 sponge phase may form. The lamellar phase, for example, consists of alternating surfactant bilayers and
15 water layers. These layers are not generally flat but fold to form submicron spherical onion-like structures called vesicles or liposomes. The hexagonal phase, on the other hand, consists of long cylindrical micelles arranged in a hexagonal lattice. In general, the microstructure of most
20 personal care products consist of either spherical micelles; rod micelles; or a lamellar dispersion.

As noted above, micelles may be spherical or rod-like. Formulations having spherical micelles tend to have a low
25 viscosity and exhibit Newtonian shear behavior (i.e., the viscosity stays constant as a function of shear rate; thus, if easy pouring of product is desired, the solution is less viscous and, as a consequence, it doesn't suspend as well). In these systems, the viscosity increases linearly with
30 surfactant concentration.

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Rod micellar solutions are more viscous because movement of the longer micelles is restricted. At a critical shear rate, the micelles align and the solution becomes shear thinning. Addition of salts increases the size of the rod micelles, increasing zero shear viscosity (i.e., viscosity when sitting in bottle) which helps suspend particles, but also increases critical shear rate (e.g. the point at which product becomes shear thinning; higher critical shear rates means the product is more difficult to pour).

10

Lamellar dispersions differ from both spherical and rod-like micelles because they can have high zero shear viscosity (because of the close packed arrangement of constituent lamellar droplets), yet these solutions are very shear thinning (e.g. readily dispense on pouring). That is, the solutions can become thinner than rod micellar solutions at moderate shear rates.

In formulating liquid cleansing compositions, therefore, there is the choice of using rod-micellar solutions (whose zero shear viscosity, e.g., suspending ability, is not very good and/or are not very shear thinning); or lamellar dispersions (with higher zero shear viscosity, e.g. better suspending, and yet are very shear thinning). Such lamellar compositions are characterized by high zero shear viscosity (good for suspending and/or structuring) while simultaneously being very shear thinning, such that they readily dispense in pouring. Such compositions possess a "heaping", lotion-like appearance which convey signals of enhanced moisturization.

30

- 20 -

When rod-micellar solutions are used, they also often require the use of external structurants to enhance viscosity and to suspend particles (again, because they have lower zero shear viscosity than lamellar phase solutions).

5 For this, carbomers and clays are often used. At higher shear rates (as in product dispensing, application of the product to body, or rubbing with hands), since the rod-micellar solutions are less shear thinning, the viscosity of the solution stays high and the product can be stringy and
10 thick.

Lamellar dispersion based products, having higher zero shear viscosity, can more readily suspend emollients and are typically more creamy. In general, lamellar phase
15 compositions are easy to identify by their characteristic focal conic shape and oily streak texture, while hexagonal phase exhibits angular fan-like texture. In contrast, micellar phases are optically isotropic.

20 It should be understood that lamellar phases may be formed in a wide variety of surfactant systems using a wide variety of lamellar phase "inducers" as described, for example, in U.S. Pat. No. 5,952,286 issued to Puvvada, et al., on September, 14, 1999. Generally, the transition from micelle
25 to lamellar phase is a function of effective average area of headgroup of the surfactant, the length of the extended tail, and the volume of tail. Using branched surfactants or surfactants with smaller headgroups or bulky tails are also effective ways of inducing transitions from rod micellar to
30 lamellar.

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One way of characterizing ordered liquid crystalline dispersions includes measuring viscosity at low shear rate (using for example a Stress Rheometer) when additional inducer (e.g., oleic acid or isostearic acid) is used. At
5 higher amounts of inducer, the low shear viscosity will significantly increase.

Another way of measuring ordered liquid crystalline dispersions is using freeze fracture electron microscopy.
10 Micrographs generally will show ordered liquid crystalline microstructure and close packed organization of the lamellar droplets (generally in the size range of about 2 microns).

The inventive ordered liquid crystalline-isotropic
15 composition preferably has a low shear viscosity in the range of about 30,000 to about 400,000 centipoises (cps) measured at 0.5 RPM using T-bar spindle A using the procedure described below. More preferably the viscosity range is about 30,000 to about 100,000 cps.

20

EXAMPLES

The invention will now be described in greater detail by way of the following non-limiting examples. The examples are
25 for illustrative purposes only and not intended to limit the invention in any way.

Except in the examples, or where otherwise explicitly indicated, all numbers in this description indicating amounts
30 or ratios of materials or conditions or reaction, physical

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properties of materials and/or use are to be understood as modified by the word "about".

- Where used in the specification, the term "comprising" is
- 5 intended to include the presence of stated features, integers, steps, components, but not to preclude the presence or addition of one or more features, integers, steps, components or groups thereof.
- 10 All percentages in the specification and examples are intended to be by weight unless stated otherwise.

Example 1

- 15 Six inventive compositions (1, 2, 4, and 6-8) were prepared and compared to two comparative compositions 3 and 5 according Table 1 using the processing methods described below. The specific gravity of the inventive compositions was approx 0.85.

Table 1:

Ingredients	1 %wt/wt	2 %wt/wt	3 %wt/wt	4 % wt/wt	5 %wt/wt	6 %wt/wt	7 %wt/wt	8 %wt/wt
Sodium Laureth Sulfate	8		9	8	9		10	
Cocamidopropyl betaine		4	4	4	4	5		5
Sodium Lauryl Amphoacetate	4						5	
Cocamide MEA	2					3.44	2	2.96
Ammonium Laureth Sulfate		3.51				4.4		4.4
Ammonium Lauryl Sulfate		4.5				5.62		5.62
Acrylates Copolymer					3		5	
Sunflower Seed Oil	4	4		4		5		5
Gelatin	1.2	1.2	5	1.2		1.2	1.2	1.5
Lauric Acid	2.24	2.8		3		2.8	2.8	2.8
Cetyl Alcohol and Acetylated Lanolin Alcohol	0.8	0.8		0.4		1	1	1
Glycerin	1	1		1		2	2	2
Hydroxypropyl Trimonium Chloride	0.5	0.5		0.5		0.5	0.5	0.5
Ammonium Sulfate								
Sodium Hydroxide			0.5		0.5			
Citic Acid	0.8	0.4					1	1
Tetrasodium EDTA	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
Etidronic Acid	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
DMDM Hydantoin + IPBC						0.02	0.22	
Methylchloroisothiazolinone, Methylisothiazolinone	0.0003	0.0003	0.0003	0.0003	0.0003	0.0003		0.0003
Fragrance	1	1	1	1	1	1	1	1
Water	q.s. to 100	q.s. to 100	q.s. to 100	q.s. to 100	q.s. to 100	q.s. to 100	q.s. to 100	q.s. to 100
Product Type	Lamellar	Lamellar	Isotropic	Lamellar	Isotropic	Lamellar	Lamellar	Lamellar
Processing Method	2	4	3	4	1	5	2	5
Inventive	YES	YES	NO	YES	NO	YES	YES	YES

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Processing methods for example 1Processing method no. 1

5

Charge the kettle with initial water and start to mix. Add acrylates copolymer and increase mixing speed until a vortex is formed. Add the anionic surfactant and mix. Add the amphoteric surfactant and mix. Add preservative, tetrasodium EDTA, and etrdronic acid. Adjust pH with caustic to approximately 6.0 to 7.0. Add fragrance with mixing. Mix the batch with a high shear mixer for 2 minutes to incorporate air, or until the batch volume doubles.

10

15 Processing method no. 2

Charge the kettle with amphoacetate and heat to 73°C with mixing. Add gelatin with mixing and mix for 10 minutes. Add cocamide MEA and mix for 5 minutes or until dissolved. Add anionic surfactant with mixing. Heat a side vessel of water to 55°C and add to the main batch. Add the citric acid and mix for 10 minutes. Add oil, fatty acid, and alcohols. Mix until homogeneous. With agitation, add glycerin and cationic polymer to the main batch. Cool to 30°C. Add preservative, tetrasodium EDTA, and etrdronic acid. Add the fragrance with mixing. Mix batch with a high shear mixer for 2 minutes to incorporate air, or until the batch volume doubles.

20

25

30 Processing method no. 3

- 25 -

Charge the kettle with initial water. With mixing heat to 160F. Increase mixing speed until a vortex is formed. Add gelatin. Add the anionic surfactant and mix. Add the amphoteric surfactant and mix. Add preservative, tetrasodium
5 EDTA, and etidronic acid. Mix for 10 minutes. Add fragrance with mixing and mix 15 minutes. Adjust pH with caustic to approximately 6.0 to 7.0. Mix the batch with a high shear mixer for 2 minutes to incorporate air, or until the batch volume doubles.

10

Processing method no. 4

Charge the kettle with initial water and heat to 73°C with mixing. Add gelatin with mixing and mix for 10 minutes. Add
15 amphoteric surfactance and mix. Add anionic surfactants and mix for 10 minutes. Add citric acid and mix for 10 minutes. Add oil, fatty acid, and alcohols. Mix until homogeneous. With agitation, add glycerin and cationic polymer to the main batch. Cool to 55°C. Add preservative, tetrasodium EDTA, and
20 editronic acid. Add fragrance with mixing. Mix batch with a high shear mixer for 2 minutes to incorporate air, or until the batch volume doubles.

Processing method no. 5

25

Charge the kettle with amphoteric surfactant and heat with mixing to 73°C. Add cocamide MEA and mix until melted. Add anionic surfactant with mixing and mix for 15 minutes at 73°C. Heat a side vessel of water to 55°C, add gelatin and
30 mix until homogeneous. Add to the main batch. With agitation, add glycerin and cationic polymer to the main

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batch. Cool to 30°C. Add preservative, tetrasodium EDTA, and etrdronic acid. Add fragrance with mixing. Mix batch with a high shear mixer for 2 minutes to incorporate air, or until the batch volume doubles.

5

Example 2

Four inventive compositions according to Tables 2-5 were prepared and compared to a comparative composition according to Table 6 using the processing method described below. Aeration content, viscosity, and yield point are provided (measured as described below) along with a description of the qualitative form of the composition.

10

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Table 2 inventive
Composition 1-33

INCI Ingredient	% active
Water	qs to 100
Gelatine (1)	1.5
Cocamidopropyl Betaine (2)	5
Cocamide MEA (3)	2.96
Ammonium Lauryl Sulfate	4.39
Ammonium Laureth Sulfate	5.62
PEG-5 Cocamide	0.48
Sunflower Seed Oil	5
Lauric Acid (4)	2.8
Acetylated Lanolin Alcohol (5)	1
Glycerine	2
Guar Hydroxypropyl trimonium chloride (6)	0.5
Tetrasodium EDTA (7)	0.02
Etidronic Acid	0.02
Kathon CG	0.0003
Perfume	1

30 % Aeration

330,000 cps at 25°C Viscosity

67.3 Pascals Yield Point

Form: Very stiff, holds air well, does not flow from bottle
or tube. Requires tub type dispenser.

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Table 3 inventive
Composition 1-89

INCI Ingredient	% active
Water	qs to 100
Gelatine	1.5
Cocamidopropyl Betaine	5
Cocamide MEA	2.96
Ammonium Lauryl Sulfate	4.39
Ammonium Laureth Sulfate	5.62
PEG-5 Cocamide	0.48
Sunflower Seed Oil	5
Lauric Acid	2.8
Acetylated Lanolin Alcohol	1
Glycerine	2
Guar Hydroxypropyl trimonium chloride	0.5
tetrasodium EDTA	0.02
Etidronic Acid	0.02
Kathon CG	0.0003
Perfume	1

15 % Aeration

51,000 Viscosity

11.5 Yield Point

Form: soufflé-like, holds air and flows well.

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Table 4 inventive
Composition 1-92

INCI Ingredient	% active
Water	qs to 100
Gelatine	1.5
Cocamidopropyl Betaine	5
Cocamide MEA	2.96
Ammonium Lauryl Sulfate	4.39
Ammonium Laureth Sulfate	5.62
PEG-5 Cocamide	0.48
Sunflower Seed Oil	5
Lauric Acid	2
Acetylated Lanolin Alcohol	1
Glycerine	2
Guar Hydroxypropyl trimonium chloride	0.5
tetrasodium EDTA	0.02
Etidronic Acid	0.02
Kathon CG	0.0003
Perfume	1

15 %

Aeration

33,000

Viscosity

10.1

Yield Point

Form: very good flow properties, good stability.

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Table 5 inventive
Composition 1-113

INCI Ingredient	% active
Water	qs
Gelatin	1.25
Cocamidopropyl Betaine	4
Cocamide MEA	1.26
Ammonium Lauryl Sulfate	3.47
Ammonium Laureth Sulfate	4.44
PEG-5 Cocamide	0.38
Sunflower Seed Oil	4
Lauric Acid	3
Acetylated Lanolin Alcohol	0.25
Glycerine	1
Guar Hydroxypropyl trimonium chloride	0.2
tetrasodium EDTA	0.02
Etidronic Acid	0.02
Kathon CG	0.0003
Perfume	1

15 %

Aeration

51,500

Viscosity

14.6

Yield Point

Form: Good stability but did not flow well enough for use in bottle.

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Table 6 Comparative
Composition 1-117

INCI Ingredient	% active
Water	qs to 100
Gelatine	1.5
Cocamidopropyl Betaine	4
Cocamide MEA	1.26
Ammonium Lauryl Sulfate	3.47
Ammonium Laureth Sulfate	4.44
PEG-5 Cocamide	0.38
Sunflower Seed Oil	4
Lauric Acid	3
Glycerine	1.5
Guar Hydroxypropyl trimonium chloride	0.4
tetrasodium EDTA	0.02
Etidronic Acid	0.02
Kathon CG	0.0003
Perfume	1

15 % Aeration

39,000 Viscosity

2.7 Yield Point

Form: does not hold entrained air well.

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Notes:

1. Gelatin 275 Bloom
2. Tegobetain™ F
3. Mackamide™ CMA
4. Prifrac™ 2922
5. Crodalan™ LA
6. Jaguar C13S
7. Versene™ 100XL @ 39%

Process details for Example 2

5

Step	Procedure
1	Add water to main vessel
2	Add gelatine to main and begin heating to 73 degrees C
3	Add Betaine to main while heating
4	Add Cocamide MEA to main while heating
5	add ALS, ALES, and PEG-5 Cocamide while heating
6	Bring Main to 55 degrees C and mix until uniform
7	In a separate vessel premix Sunflower Oil, lauric acid, and acetylated lanonlin alcohol with heating until uniform (73°C)
8	Add sunflower oil mix from previous step to main batch when uniform and at 73 degrees C
9	In another vessel premix glycerine and Hydroxypropyl trimonium chloride
10	Add glycerin mix to main batch
11	Maintian temperature at 73 degrees C for 30 minutes
12	Begin cooling to 25°C
13	Add Kathon at 46°C or lower
14	Add EDTA and EHDP
15	Add fragrance at 30°C
16	When all materials have been added, whip the product using a homogenizer (rpm and time will depend on batch size and viscosity). Homogenize uniformly

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	and until the desired level of air has been incorporated.
--	---

Methods

Procedure for Yield Stress Measurement

5

Yield stress, or yield point, is the amount of force required to initiate flow of a semi-solid. A controlled stress rheometer was programmed to increase the amount of shear stress linearly from 1 Pascal until the material's viscosity
10 decreased (started to flow). The amount of force was noted and recorded. The temperature was maintained at a constant 25°C.

Instrument: Carri-Med CSL 100 controlled shear stress
15 rheometer.

Geometry: Plate and cone (4 cm, 2 degree).

Temperature: 25°C

Stress ramp: from 1 - 50 Pascals linearly in 2 minutes.

20 Viscosity Measurement

- Fill a wide mouth jar (~60mm wide ~70mm tall) with product at 25 degrees C.
- Using a descending Brookfield™ DV-II+ viscometer, place the
25 heliopath spindle at the surface of the product.
- Spindle selection is based on product viscosity. For thinner Products (100,000cps and lower) TA at 2rpm is used. If the viscosity goes above 100,000cps the spindle is T-B and the speed remains 2 rpm.

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- The spindle motor and descending motor are turned on simultaneously.
- After 2 minutes the dial reading is the measured viscosity.

5 Standard Stability method

- Samples are held at room temperature in sealed containers for at least 70 days and at elevated temperature (50°C) for fourteen (14) days. "Stability" is therefore defined as
- 10 used herein as the ability of the inventive composition to maintain a homogenous physical appearance or show no more than a 20 % decrease in viscosity under such combination of time and temperature.
- 15 While this invention has been described with respect to particular embodiments thereof, it is apparent that numerous other forms and modifications of the invention will be obvious to those skilled in the art.

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CLAIMS

1. An ordered liquid crystalline phase cleansing composition comprising:
 - a. at least about 1% by wt. of a non-soap anionic surfactant;
 - b. at least about 0.1% by wt. of an amphoteric surfactant;
 - c. an effective amount of an ordered liquid crystalline phase inducing structurant for inducing liquid crystal structure formation in said cleansing composition;
 - d. wherein the density of said cleansing composition is in the range of about 0.5 to 1.2 gms/cm³ at 25° C;
 - e. a water soluble or dispersible thickening agent selected from proteins, mono, di, oligo and polysaccharides; cellulosic materials, gums, clays, or blends or derivatives thereof;
 - f. a yield point in the range of about 3 to 100 Pascals at 25° C;
 - g. wherein the volume percent of air suspended in the composition is about 10 to 60%; and
 - h. wherein the composition is stable at 50° C temperature for 14 days without noticeable phase separation or a decrease in viscosity of more than about 20% or both.
2. The cleansing composition of claim 1 wherein the liquid crystalline phase inducing structurant is selected from a C8 to C24 alkenyl or branched alkyl fatty acid or

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ester thereof with a melting point below 25° C, a C8 to C24 alkenyl or branched alkyl fatty alcohol or ether thereof with melting point below 25° C, a C5 to C12 alkyl fatty acid; and trihydroxystearin.

3. The cleansing composition of claim 1 further comprising a cationic skin feel agent.

4. The cleansing composition of claim 1 further comprising a hydrophilic and a hydrophobic emollient.

5. The cleansing composition of claim 4 wherein the particle size range of the hydrophobic emollient is in the range of about 1 to 1000 microns.

6. The cleansing composition of claim 1 wherein the ratio of the anionic to amphoteric surfactant is in the range of about 10:1 to 1:1.

7. The cleansing composition of claim 1 wherein the composition has lamellar structure.

8. The cleansing composition of claim 1 where the pH of the composition is in the range of about 4.5-8.0.

9. The cleansing composition of claim 1 wherein the composition contains less than about 5% by wt. of soap.