



Newsletter HomeCare 04/2025

Miracare® Biopacify –  
The New Fully Biodegradable & Natural Opacifier for Laundry

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## Unlocking Nature’s Potential: Miracare® Biopacify from Syensqo

In homecare products, opacifiers are essential for achieving a uniform, luxurious appearance that enhances consumer appeal. Traditionally, styrene acrylate copolymers have been used for this purpose, but growing demand has seen a shift towards more sustainable alternatives. Enter Syensqo’s Miracare® Biopacify! A natural and readily biodegradable opacifier designed to replace traditional options. In this blog, we’ll explore Miracare® Biopacify in more detail, including how it performs compared with conventional opacifiers, and how it’s poised to transform the industry by offering a greener, high-quality solution.

## The New Generation of Homecare

Syensqo’s Miracare® Biopacify is an advanced, biodegradable opacifier designed as a natural alternative to styrene acrylates for laundry applications. Composed of natural and mineral ingredients, it delivers effective opacification without affecting detergency or causing colour fading, particularly on black fabrics. It is versatile, stable across a broad pH range (6 to 12), and suitable for use in both the formulation process and as a top additive, providing consistent performance in low-viscosity products.

### Here are some of the key benefits of Miracare® Biopacify:

- Micro-plastic free
- Renewable ingredients
- Biodegradable
- Strong opacifying agent
- Flowable slurry
- RCI = 100%

## Miracare® Biopacify in Action

When tested, Miacare® Biopacify produces consistent results. For liquid detergent, where styrene acrylate copolymer was used as the benchmark, the same visual opacity and colour were reached at 3% in weight of the natural opacifier.



3% in weight natural opacifier

4% in weight natural opacifier

5% in weight natural opacifier

Styrene acrylate copolymer



Without opacifier

2% in weight natural opacifier

3% in weight natural opacifier

4% in weight natural opacifier

Styrene acrylate copolymer

Syensqo’s Miracare® Biopacify is making a notable impact in the homecare industry by setting a new standard for sustainability and performance. As a natural and readily biodegradable alternative to traditional opacifiers, it enhances the appearance of products while addressing environmental concerns. Its ability to deliver consistent opacification across various pH levels and viscosities, coupled with its minimal impact on product performance, underscores its versatility and effectiveness. By incor-

porating Miracare® Biopacify into formulations, manufacturers can meet the growing demand for eco-conscious solutions, helping to drive a shift towards more sustainable practices in the homecare space and offering consumers products that are both luxurious and responsible.

**Get in touch with our team using [homecare@harke.com](mailto:homecare@harke.com) to talk about incorporating Miracare® Biopacify into your next formulation.**