

AC-HEC

A fabric soil release modification technology developed not only to remove soils during laundering, but also to help prevent them from adhering—and make them easier to remove even if they do. A cellulose-based polymer (AC-HEC) formulated into laundry detergents alters the surface of synthetic fibers, making it more water-compatible (hydrophilic) and helping oily soils wash off more easily.

<Unique Points>

This technology was inspired by the fact that the surfaces of synthetic fibers such as polyester and nylon are not readily wetted by water, causing oily soils—such as sebum—to adhere strongly.

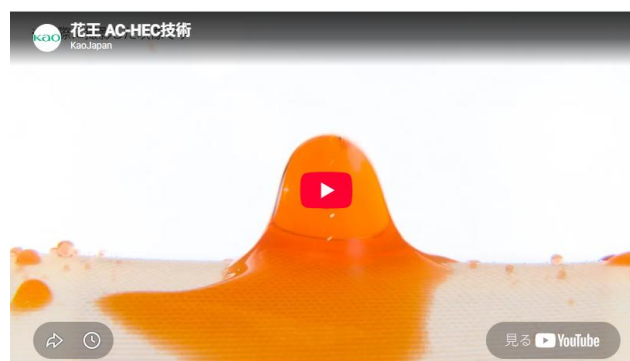
Water wettability by fiber type



<https://www.youtube.com/watch?v=IRIKs3Y72Qo>

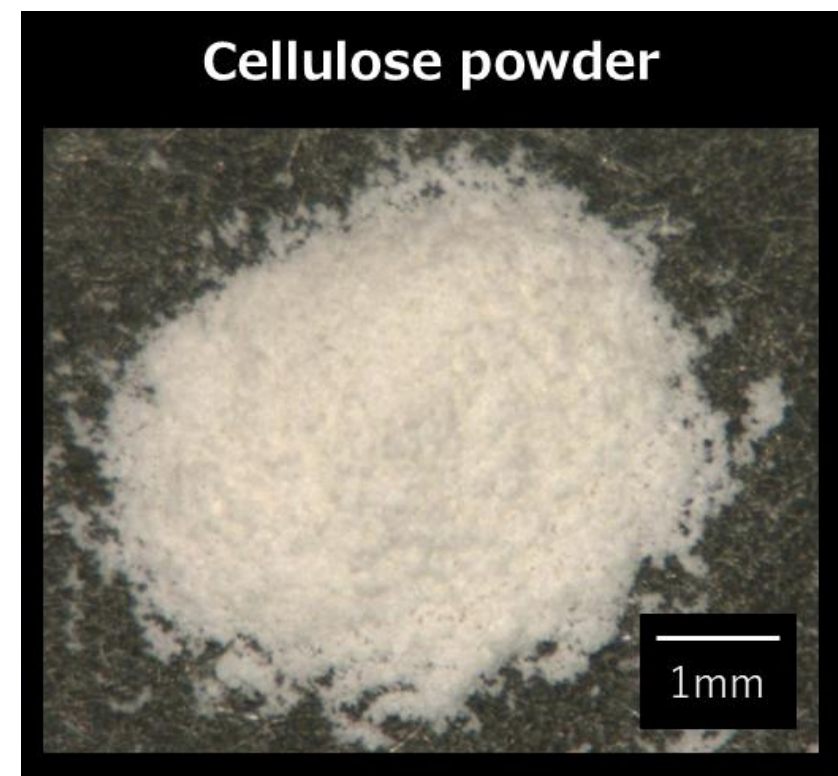
A naturally derived, highly water-compatible cellulose-based polymer (AC-HEC) is formulated into laundry detergents. By depositing onto the surface of synthetic fibers during washing, it modifies the fiber surface to make soils less likely to adhere and easier to remove even if they do.

AC-HEC technology



<https://www.youtube.com/watch?v=Frgl18jUs1c>

A material derived from natural cellulose, modified so that it can be formulated into laundry detergents.



AC-HEC

<Key Benefits>

- Helps prevent soils from adhering to clothing and makes them easier to remove even if they do.
- Helps keep even soil-prone fibers—such as synthetic fibers—cleaner by preventing soiling during wear.
- Helps reduce unpleasant odors caused by residual soils on synthetic fibers.

<Link to Other Contents>

- PRTIMES STORY: Make clothes less likely to get dirty—and easier to clean—through laundry?! From 0 to 1, and from 1 to ∞ . A job that creates and delivers products. (Japanese only)

<https://prtimes.jp/story/detail/obeAvlh2Jkb>

- Kao no Kao (Kao's research and technology website)
#002 AC-HEC (Japanese only)

https://www.kao.com/jp/kaonokao/kaonokao/002_achec/

<Concerned Research Areas>

- Product Development Research:

-Fabric & Home Care

<https://www.kao.com/global/en/innovation/research-development/product-development/fabric-and-home-care/>

- Fundamental Research:

-Material Science

<https://www.kao.com/global/en/innovation/research-development/fundamental/material-science/>

- Production Technology

<https://www.kao.com/global/en/innovation/research-development/fundamental/production-technology>