

Syensqo unveils Mirapol® Hygiene Boost for long-lasting freshness in fabric care

A breakthrough solution to combat fabric "permastink," delivering superior, long-lasting freshness in laundry products.

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Syensqo introduces [Mirapol® Hygiene Boost](#), an innovative ingredient designed to meet the rising demand for freshness in [fabric care](#). This polymer interacts optimally with fabric surfaces to prevent the development of persistent odors wash after wash, a phenomenon commonly known as "permastink".

"Amid the growing trend of freshness claims in laundry products, consumers are increasingly seeking effective solutions against persistent malodors," says [Max Chabert](#), Home Care Global Marketing Manager at Syensqo. "Many are turning to products like in-wash scent boosters to maintain pleasant odors across wash and wear cycles and extend fabric life. Mirapol® Hygiene Boost addresses these needs by offering long-lasting malodor control."

By preventing odor build-up across multiple washes, Mirapol® Hygiene Boost enhances a wide range of fabric care products, from liquid laundry detergents and fabric softeners to refreshing sprays. Its seamless integration into these formulations allows for enhanced performance without compromising their primary efficiency. Its concentrated liquid form makes it easy to integrate into continuous liquid manufacturing processes.

As Syensqo continues to innovate in the fabric care sector, Mirapol® Hygiene Boost stands as a cutting-edge addition to meet the growing market need for long-lasting freshness and protection against permastink, reinforcing Syensqo's commitment to delivering high-performance specialty solutions. Syensqo will be showcasing Mirapol® Hygiene Boost at the [SEPAWA Congress](#) in Berlin, Germany, from 16–18 October 2024.



About Syensqo

Syensqo is a science company developing groundbreaking solutions that enhance the way we live, work, travel and play. With a diverse, global team of more than 13,000 associates in 30 countries, we bring great minds together to push the limits of science and innovation for the benefit of our customers.

Building on 160 years of legacy, our solutions contribute to safer, cleaner, and more sustainable products found in homes, food and consumer goods, planes, cars, batteries, smart devices and healthcare applications. Our innovation power enables us to deliver on the ambition of a circular economy and explore breakthrough technologies that advance humanity.

Learn more at www.syensqo.com.

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