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Rau et al.

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[54] **PERSONAL CLEANSING PRODUCT**

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[51] Int. Cl.⁶ **A61K 7/48**; A61K 7/50;
C11D 9/48

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[57] ABSTRACT

[58] Field of Search 510/151, 153,
510/155, 156, 474

A non-soap cleansing bar is provided which exhibits excellent foaming or lathering characteristics, resistance to cracking on drying, and good textural or "feel" characteristics, which employs a surfactant, filler and waxy binder as essential components. Skin-treatment components, colorants, fragrances and the like may be added as optional components. The bar is produced by a tableting operation that involves melting the waxy binder to obtain excellent wear characteristics and feel.

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16 Claims, No Drawings