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(54) Title: AERATED SOAP BARS

(57) **Abstract:** The invention relates to aerated soap bars. Generally, it is difficult to get aerated soap bars with the right level of aeration, because high viscosity of the molten soap mass sometimes makes it difficult to aerate it to the desired extent. The size and movement of air bubbles also play important roles. Bars with larger air bubbles have lower mechanical strength. We have determined that use of acrylates or cellulose ethers in aerated soap bars lead to bars with acceptable rate of wear, mush and lower density. The soaps also have a higher and more uniform air incorporation and better air retention. Disclosed are aerated soap bars having density from 0.2 to 0.99 g/cm³, comprising: (i) 20 to 80 wt% soap; (ii) 2 to 40 wt% polyol; (iii) 5 to 50% water; and, (iv) 0.5 to 5 wt % electrolyte; wherein the bars comprise 0.1 to 5wt% polymer selected from acrylates or cellulose ethers.



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