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(54) Title: PERSONAL CLEANSING COMPOSITION



(I)

(57) Abstract: A personal cleansing composition is provided which comprises: a) at least one polymeric isobutene having from about 12 to about 156 carbon atoms, wherein the polymeric isobutene is liquid at room temperature and pressure; b) at least one dicarboxylic acid having formula (I) or a cosmetically acceptable salt of the dicarboxylic acid, wherein R1 and R3 are each a C6-C10 alkyl group and R2 and R4 are each a C6 to C10 alkylene group; c) at least one surfactant selected from the group consisting of anionic, amphoteric, nonionic, zwitterionic and combinations thereof; and d) water. The composition may also include one or more of the following: a viscosity building agent, an emulsifying agent, an amine-functional silicone and polyethylene glycol. A polyglycerol ester is a compound which provides both emulsification and viscosity control.

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