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(54) Title: FOAMING CLEANSING COMPOSITIONS

(57) Abstract: The invention provides a method of selecting a polyether polysiloxane surfactant to optimise an alcohol and water containing foaming cleansing composition comprising: (i) selecting an amount of alcohol to be used in the final composition; and (ii) selecting the degree of polymerisation of the backbone of the siloxane (PDMS) of the polyether polysiloxane surfactant and the degree of polymerisation of polyether side groups of the polyether polysiloxane surfactant for that amount of alcohol from a predetermined optimisation calibration, wherein: the alcohol is a C1 to C4 straight or branched chain alcohol, the polysiloxane backbone is polydimethylsiloxane (PDMS) and the polyether is selected from a polyethylene oxide (PEO), polypropylene oxide (PPO) or a mixed PEO/PPO polyether.



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