Surfactants are amphiphilic molecules possessing both hydrophilic and hydrophobic moieties. Surfactants adsorb at different interfaces to reduce surface and interfacial tension and improve wetting of hydrophobic surfaces and self-associate in water to form micelles, vesicles and liquid crystal phases. Micelles are capable of solubilizing water insoluble materials and providing detergency. Vesicles and liquid crystal phases have unique rheology and are used to stabilize emulsions and as delivery vehicles for water insoluble materials. Surfactants are used in almost every facet of everyday life including household detergents and personal care products to name a few. Due to concerns about the environment, surface science is on the forefront of the sustainability movement. The presentation will focus on the synthesis of new biobased surfactants, physical chemistry of surfactants in aqueous solution and formulation techniques to give enhanced cost performance in consumer products.