



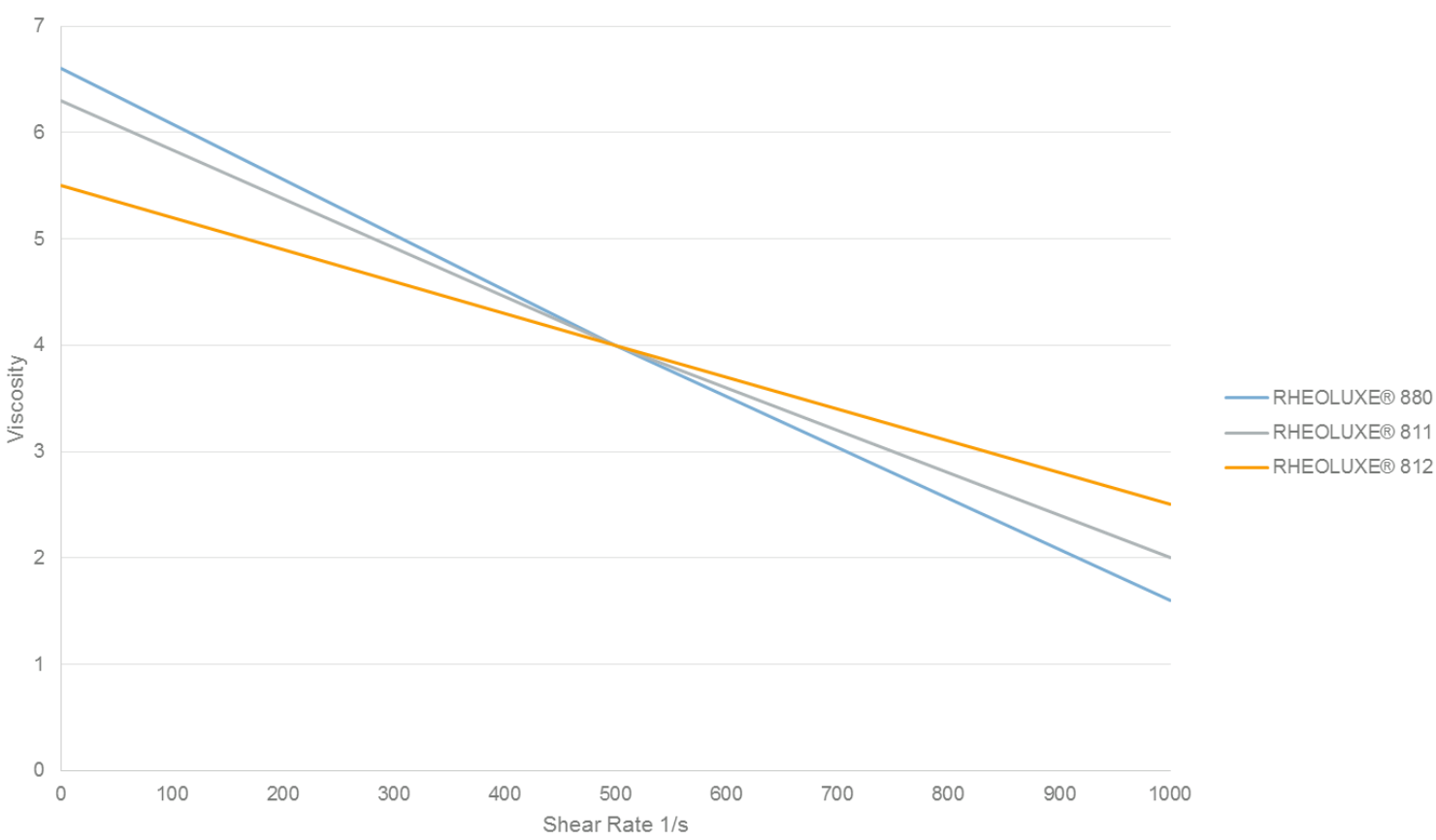
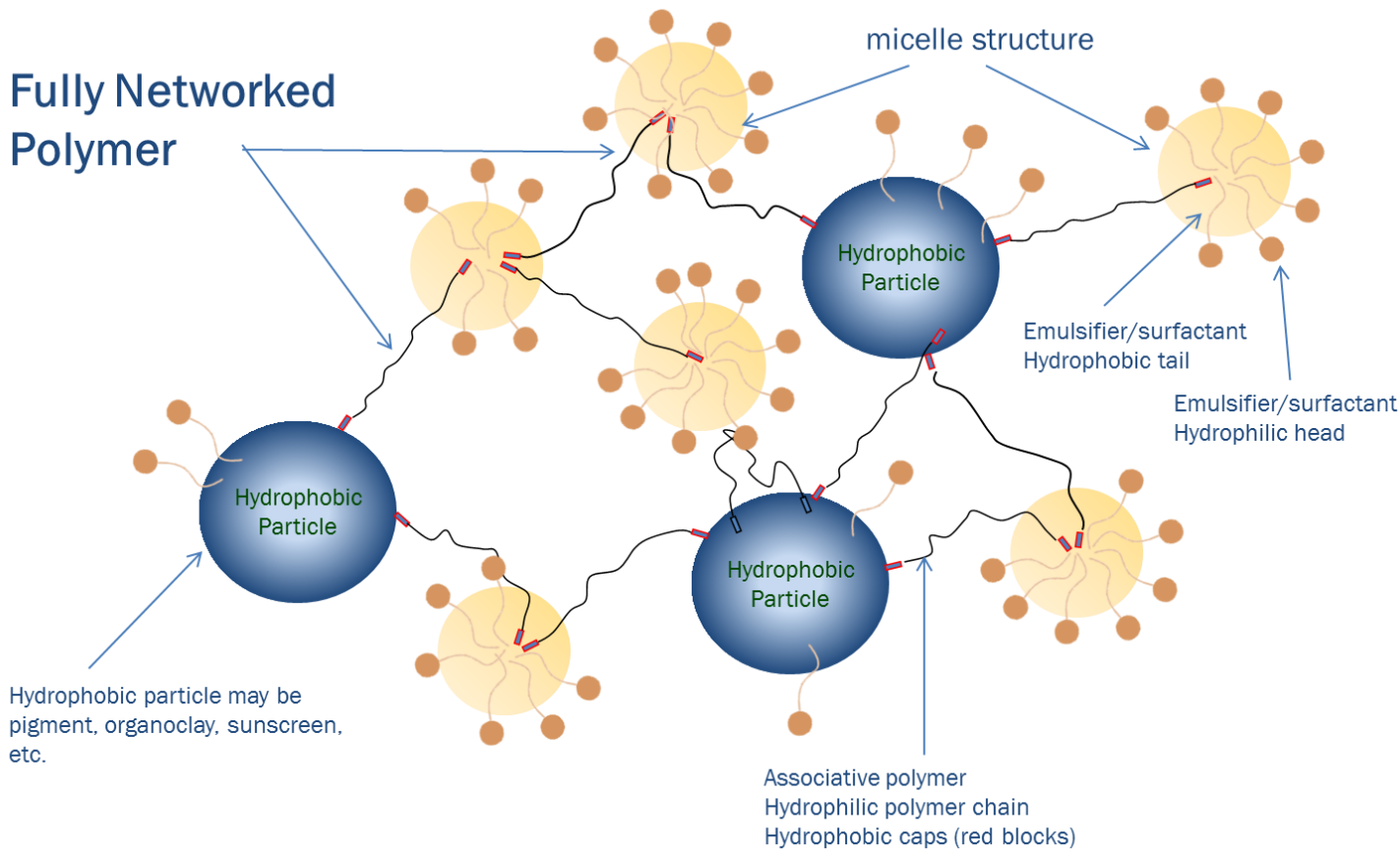
INTRODUCTION

The Rheoluxe® family of rheology modifiers are non-ionic polymeric thickeners designed specifically for the personal care market. Rheoluxe® consists of Urethane based and Polyether Polyol based associative thickeners with superior performance in difficult systems such as those containing high salt levels or with extreme pH levels.

EFFICACY DATA

Associative thickeners – mechanism of action

Associative thickeners increase the viscosity of aqueous systems through a system of molecular associations and interactions. The thickeners consist of water soluble polymeric chains modified with hydrophobic caps. The hydrophobic caps of the polymer associate, that is build a structured network with other hydrophobes in the formula. This results in micelle type structures that form a network resulting in significant viscosity build



Moisturization has become a staple benefit in color cosmetics alongside long lasting and natural finish. Make-up manufacturers are now looking into new textures that improve each of these aspects. The next generation of make-up will focus on improving performance thanks to hybrid and new textures such as jellies and water. These textures enable claims of higher hydration levels (water-charge, bouncing, elasticity), long lasting, thanks to better adherence to the skin, and high coverage benefits through good spreadability of the product.

Cashmere Custard Crème

Phase	Ingredient	Supplier	%w/w
A	Deionized Water		83.20
	1, 3-Propanediol	Alfa Aesar	2.00
	Sodium Hylauronate (Hyacare 50 1% in Water)	Evonik	1.00
	Ascopyllum Nodosum Extract (and) Asparagopsis Armata Extract (Aldavine 5x)	Lucas Meyer	1.00
	Caprylyl Glycol (and) Ethylhexylglycerin (Sensiva SC10)	Schülke & Mayr	1.00
	CI 16035 (1% SunCroma C46-9393 Violet in Water)	Sun Chemical	0.20
B	PEG-40 Hydrogenated Castor Oil (Tagat CH40)	Evonik	4.00
	Dimethicone (KF-96L-2cs)	Shin Etsu	2.00
	Caprylic/Capric Triglyceride (Palmester 3575)	KLK Oleo	2.00
	Meadowfoam Estolide (MEADOWESTOLIDE®)	Elementis	0.50
C	Sodium Acrylates Copolymer (and) Lecithin (Lecigel)	Lucas Meyer	1.00
D	Bis-C16-20 Isoalkoxy TMHDI/PEG-90 Copolymer (RHEOLUXE® 880)	Elementis	1.50
	Fragrance (Candy Girl)	Spinnrad	0.10
E	Citric Acid		TMS

