Sustainable solutions for styling

BIOSTYLE™ CGP, AMAZE™ XT and STRUCTURE® STYLE Polymers
NEW BIOSTYLE™ CGP Polymer

INCI: Maltodextrin/VP Copolymer

- A new option to satisfy customer and consumer demands for natural and more sustainable styling products
- Over 50% natural content provides for a more sustainable formulating option
- Equal or better performance to PVP K-30 and PVP/VA with exceptional gel clarity and robust Carbomer compatibility

Features and benefits of BIOSTYLE™ CGP polymer

- Excellent performance in gels, mousses and styling aids
- Low viscosity liquid, easy to use
- Excellent product and gel clarity
- Compatible with commonly used formulation ingredients
- No perceptible differences in gel texture or rheology
- Globally acceptable preservative system
- Improved sustainability profile versus PVP and other synthetic fixative polymers

Performance with Clear Sustainability: BIOSTYLE™ CGP Polymer

High humidity curl retention with BIOSTYLE™ CGP polymer

Tests using a basic hair gel formulation indicate BIOSTYLE™ CGP polymer performs as well as commonly used synthetic polymers.

Ingredient compatibility

BIOSTYLE™ CGP polymer is compatible with most common gel additives, including, but not limited to panthenol, silicones, sorbitol, EDTA, GLDA, polyethylene glycols and polypropylene glycols.

BIOSTYLE™ CGP polymer is also compatible with Carbomer and many other rheology modifiers, including STRUCTURE® 2001 (Acrylates/Steareth-20 Itaconate Copolymer), the STRUCTURE® CEL series (Methyl Hydroxyethyl Cellulose, Hydroxyethyl Ethylcellulose and C12-16 Alkyl PEG-2 Hydroxypropyl Hydroxyethyl Ethylcellulose) and Acrylates/C10-30 Alkyl Acrylate Crosspolymer.

Use BIOSTYLE™ CGP Polymer in:

- Clear hair gels
- Spray gels
- Creams
- Lotions
- Mousse
- Serums
- Spritz
- Pomades
- Waxes

Natural

Get completely natural hold, humidity resistance and rheology control from a single ingredient that’s 100% renewable.

AMAZE™ XT Polymer

INCI: Dehydroxanthan Gum

- A multi-functional styling polymer with thickening and suspending capabilities
- 100% natural to support sustainable and renewable product claims

Structure of AMAZE™ XT Polymer
Features and benefits of AMAZE™ XT polymer

- Outstanding lasting hold under high humidity
- Multi-functional: fixative and thickener/suspending agent
- Ease of use — up to 80% faster gel production
- Superior wet and dry feel
- Ease of detangling and combing
- No flaking on hair
- Restylability — with easy combing and no flakes
- 100% natural

Performance...Naturally: AMAZE™ XT Polymer

Viscosity vs. concentration of AMAZE™ XT polymer

AMAZE™ XT polymer gives unprecedented shape protection to curls and provides around the clock curl retention even in highly humid conditions.

Use AMAZE™ XT Polymer in:
- Styling creams
- Styling lotions
- Spray gels
- Glazes

Affordable

Deliver hold, texture and incredible hair feel with a natural element that adds value, not cost.

NEW STRUCTURE® STYLE Polymer

INCI: Hydroxypropyl Starch Phosphate

- A sustainable, multi-functional ingredient that performs as a rheology modifier and film former, enabling its use in a wide range of styling products
- Offers excellent stiffness and high humidity curl retention
- Based on potato starch, STRUCTURE® STYLE polymer provides styling systems with “hand clarity” and efficient thickening
- Can be used over a wide range of pH and salt contents
- Formula cost savings through significantly reduced thickener requirement

Features and benefits of STRUCTURE® STYLE polymer

- Excellent performance in gels, mousses and styling aids
- Cold-water dispersible, easy to use
- Improved clarity compared to maize-based products
- Compatible with commonly used formulation ingredients
- Improved formulation economics
- Improved sustainability profile versus traditional styling polymers

Performance and Value: STRUCTURE® STYLE Polymer

Viscosity vs. concentration of STRUCTURE® STYLE polymer

STRUCTURE® STYLE polymer thickens and forms stable gels at concentrations above 3% in water.
High humidity curl retention with STRUCTURE® STYLE polymer

Hair Gel
90% relative humidity, 70°F conditions

- STRUCTURE® STYLE Gel
  (3% Starch / 0.125% Carbomer)

- Benchmark Gel
  (3% PVP K-90 / 0.25% Carbomer)

STRUCTURE® STYLE polymer gives gels equal high humidity curl retention when compared to Carbomer/PVP benchmark.

Use STRUCTURE® STYLE Polymer in:
- Translucent hair gels
- Spray gels
- Styling creams and lotions
- Mousses
- Serums
- Waxes
- Pomades

AkzoNobel Surface Chemistry, a business unit of AkzoNobel, operates in 50 countries, employing over 2,100 people. Based in Chicago, IL, United States, with regional marketing, sales and R&D centers in United States, Brazil, Singapore, China, Russia, India and Sweden, we are leading supplier of specialty surfactants and synthetic and bio-polymers additives. We service a wide range of industries including agrochemicals, asphalt, cleaning, oilfields, mining, water treatment, home and personal care.

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