

RHEOLUXE® 811

VISCOSITY CONTROL OF SULFATE-FREE SURFACTANT SYSTEMS

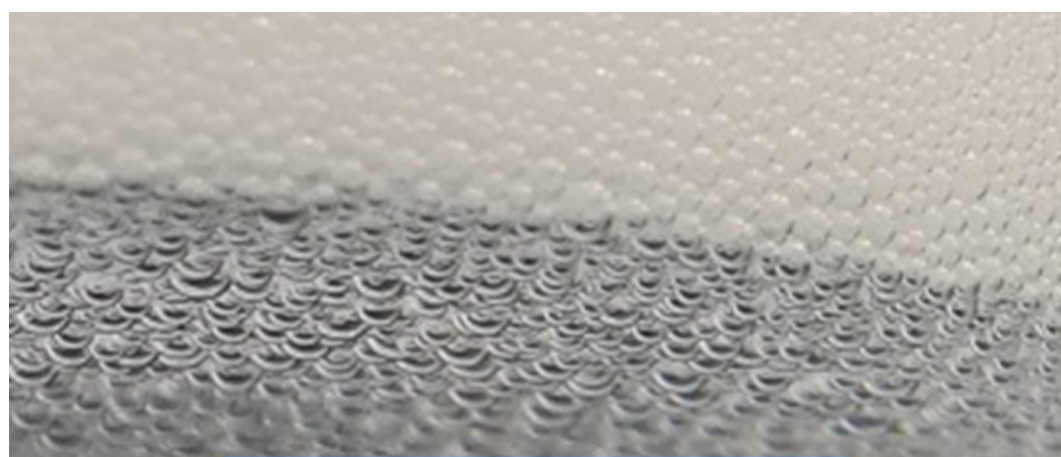
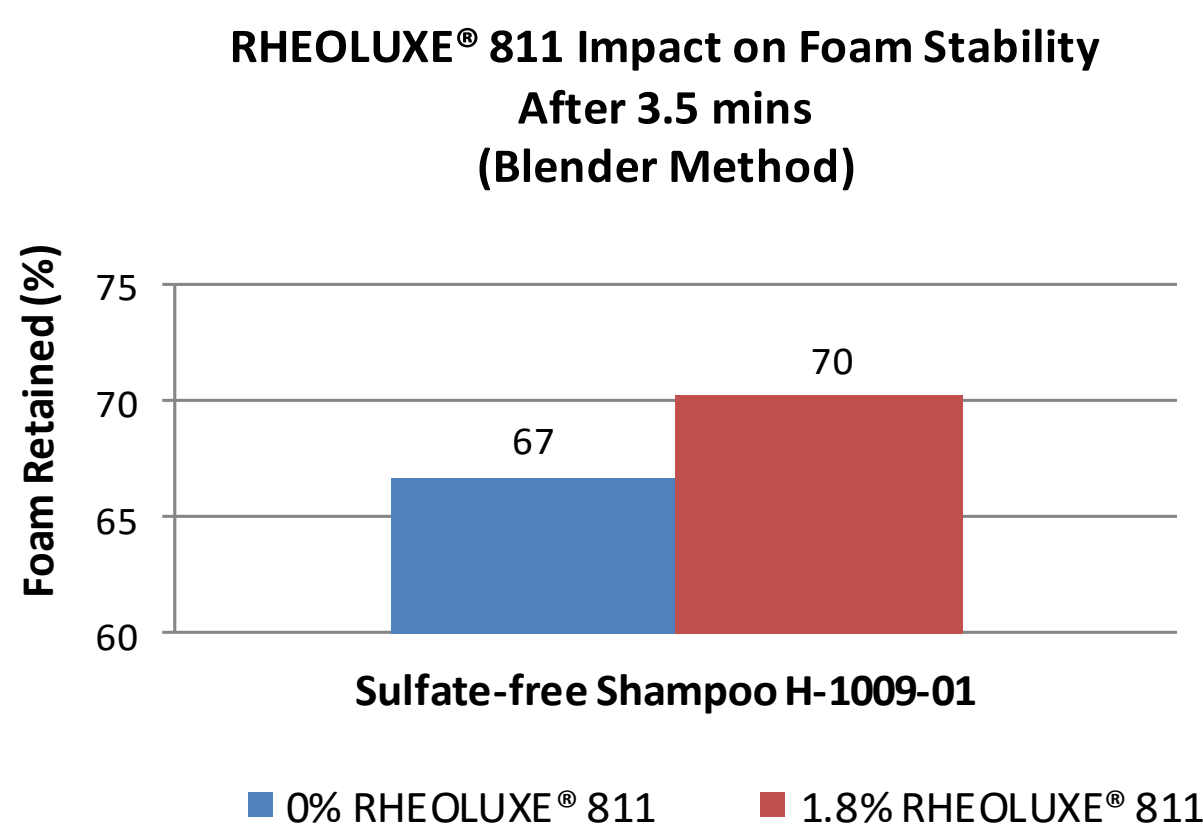
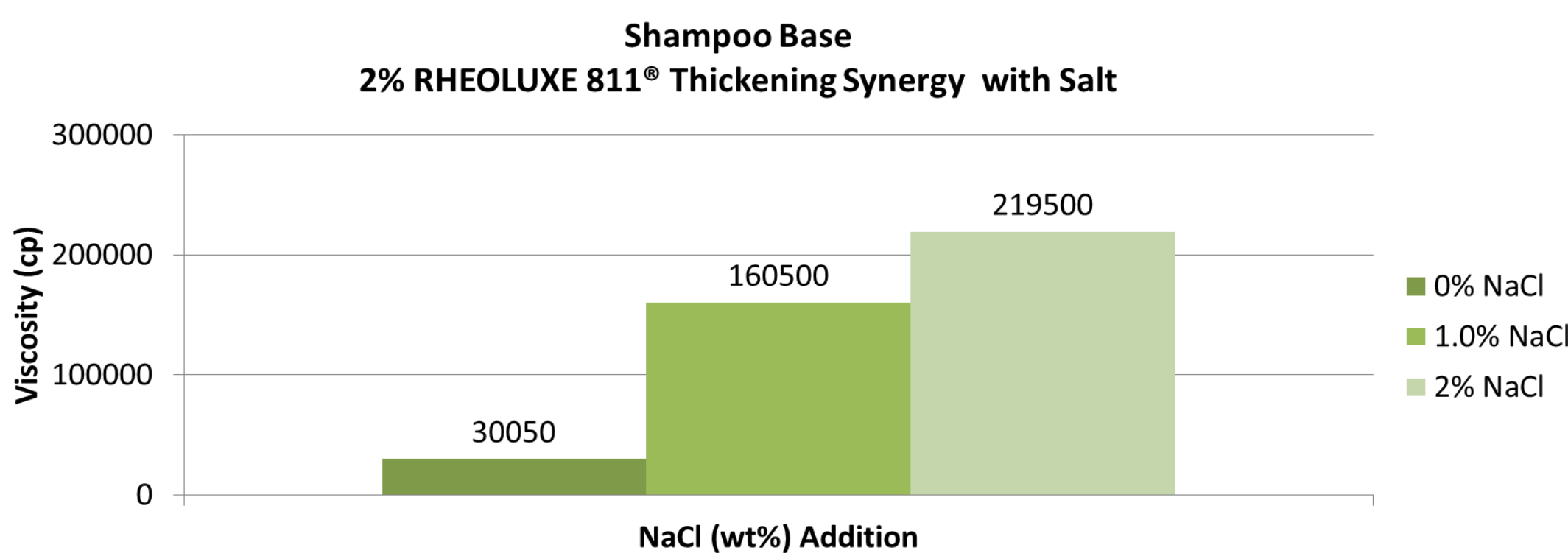
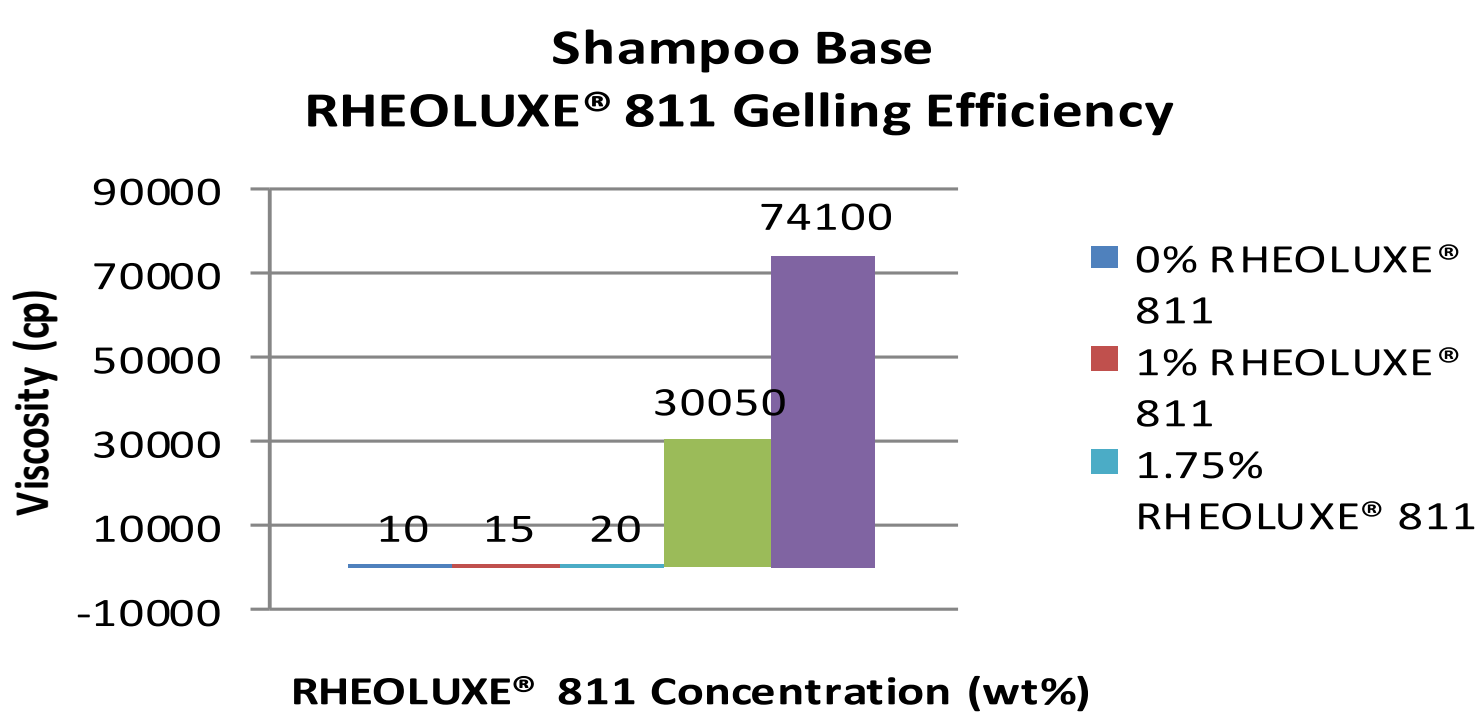


INTRODUCTION

The increased desire for sulfate-free shampoo and body wash systems brings new challenges to formulators. Originally marketed for color treated hair, sulfate-free systems have become mainstream and part of the “Free-of” trend. By excluding anionic surfactants, traditional routes to rheological control are no longer possible. However, consumers still expect a level of creamy viscosity and lather in their cleansing products. Elementis Specialties has designed a highly effective polymer to control viscosity in difficult to thicken sulfate-free systems.

EFFICACY DATA

RHEOLUXE® 811 is able to significantly increase the viscosity of a sulfate-free system while maintaining foam volume. RHEOLUXE® 811 is synergistic with salt, allowing for traditional salt curves. Foam created in systems containing Rheoluxe® 811 is creamier than systems without Rheoluxe®.

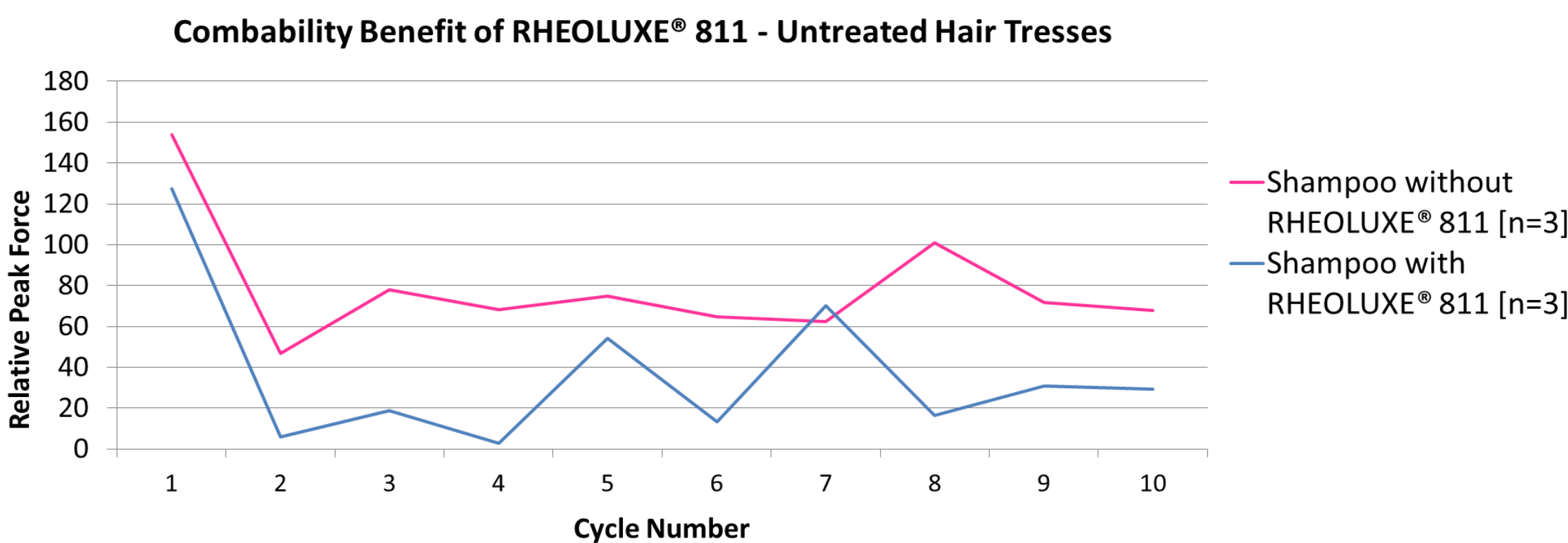


Foam of Sulfate-free Shampoo without RHEOLUXE® 811



Foam of Sulfate-free Shampoo containing 1.8% RHEOLUXE® 811

Hair combability studies were carried out with H-1009-01 Sulfate-Free Shampoo, showing the reduction in force needed to comb the hair with 1.8% RHEOLUXE® 811.



CONCLUSION

RHEOLUXE® 811 provides effective viscosity control to sulfate-free surfactant systems. Supplied as a 100% active powder, it is easy to process and delivers stable, reproducible results.

- RHEOLUXE® 811 significantly increase the viscosity of sulfate-free systems
- Systems containing RHEOLUXE® 811 provide a lasting rich creamy foam
- RHEOLUXE® 811 is synergistic with salt
- RHEOLUXE® 811 is compatible with a wide range of surfactants
- RHEOLUXE® 811 leaves hair fibers softer and looking more conditioned