



# Solutions for performance and consumer appeal



Personal Care

**Nouryon**





# The science that drives your success

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Our technologies and expertise deliver the essential solutions you need to create the finest personal care products.

At Nouryon, we focus on creating environmentally safe and best-in-class personal care solutions to help formulators set the standard for performance and consumer appeal. To do that, we rely on a skilled team of scientists and technical experts who have the experience and product application know-how to create new solutions and deliver consistent results.

Our range of aesthetic modifiers, conditioning agents, rheology modifiers, film formers, cleansing agents, emulsifiers and active ingredients provide you with easy-to-use solutions for formulating novel and more sustainable products.

Our scientific approach to innovation and best-in-class technologies – including polymers, bio-polymers and surfactants – is the backbone of our ingredient development. We strive to provide innovative solutions that enable formulators to make efficient products that meet market trends with sensorial characteristics and benefits that match consumer expectations.

## Your passion for beautiful hair and skin is our inspiration

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From ideas to finished products, we are committed to bringing science and beauty together to help you achieve your goals.





# Essential solutions, full spectrum portfolio

Our extensive portfolio features high-quality polymers, bio-polymers, and specialty surfactants for a wide range of hair, skin and sun care formulations.



## Actives

Our actives provide long-lasting moisturization and enhanced sensory performance in a broad range of personal care formulations. ElfaMoist® AC is a non-tacky humectant for high performing skin care formulations with instant and long-lasting moisturization (30 hours) benefits after a single application. It enables powerful new products in a wide range of applications such as body creams and lotions, facial treatment anti-aging creams, shower and bath, baby lotions and sun care.

## Brands

ElfaMoist® AC humectant  
Hydrovance®  
moisturizing agent



## Aesthetic modifiers

Superior form, function and consumer appeal are within reach with our offering of native and modified starches for aesthetic enhancement. The aesthetic modifiers provide excellent oil adsorbency properties and help enhance product aesthetics by reducing the greasiness and tackiness in formulations, while improving slip and lubricity. Create elegant creams, lotions, antiperspirants/deodorants, sun care, color cosmetic products and dry shampoos with these ingredient options that promise unique sensory experiences.

## Brands

Amaze™ Nordic Barley  
Dry-Flo® starches  
Natrastorb® starches  
Purity™ 21C Pure starch  
Tapioca Pure starch



## Cleansing agents

Our cleansing agents, such as Elfan® anionic surfactants, provide safe and gentle, yet effective cleansing while helping to boost foaming in mild shampoos and personal cleansing applications for adults and children alike.

## Brands

Elfan® surfactants



## Conditioning agents

Our mono and di-alkyl quats and polymers work across the spectrum of shampoos and conditioners to improve wet comb, detangling, hair feel and enhance appearance, while our quaternary surfactants offer superior wet and dry combing of hair with excellent sensory properties. We also offer a range of cationic conditioning agents and polyquaternium polymers to help improve wet and dry comb, enhance shine, fight frizz in hair styling applications, as well as options mild enough for use in leave-on skin care products.

## Brands

Armocare® surfactants  
Arquad® surfactants  
Celquat® polymers





### Emulsifiers

We offer a range of emulsifiers that are effective in both water-in-oil (W/O) and oil-in-water (O/W) emulsion systems across a variety of products applications – from creams, lotions, color cosmetics, deodorants to conditioners, cream rinses and conditioning shampoos. Our polymeric surfactants have high molecular weight, which leads to high efficiency (cost effective), mildness, less dependent on physical variables (salt, electrolytes) and efficient steric stabilization.

### Brands

- Elfacos® emulsifiers
- Elfacos® ST emulsion stabilizers
- Ethomeen® emulsifier
- Ethomid® surfactant



### Film formers

Our range of polymers have been setting the standard for film-forming performance in hair and skin care formulations for over 40 years. In styling applications, highly efficient and effective film-forming polymers enable formulators to create a variety of performance properties across many product formats including hair sprays, gels, mousses and styling aids. In skin care applications, our film-forming polymers serve as enabling technologies when formulating sunscreen products for long wear, water resistance and consumer preferred aesthetic properties.

### Brands

- Amphomer® polymers
- Amaze™ polymers
- Balance® polymers
- Biostyle® polymers
- Celquat® polymers
- Dermacryl® polymers
- DynamX® polymers
- Flexan® II polymer
- Resyn™ polymers
- SolAmaze™ polymer
- Yodosol® polymer



### Rheology modifiers

Rheology modifiers are essential ingredients to define product form and function. They affect the flow and feel of a product, determine application properties, and enable the creation of products with consumer preferred textures and visual appeal. We provide a variety of synthetic and naturally derived polymers and surfactant thickeners to help formulators achieve desired and unique textures when developing the finest personal care products.

### Brands

- Amaze™ XT polymer
- Balance® RCFg polymer
- Elfacos® GT 282S nonionic copolymer
- Structure® starches and polymers

# Performance you can trust for protection consumers can count on







# Solutions delivering performance and consumer appeal

Actives			Technical properties			Applications											Biodegradability	Availability	Approved in China	
INCI designation	Appearance		Active content %	Tack in formulation	Moisturization	Lotion and cream	Mousse	Gel	Conditioner (leave in/rinse out)	Shampoo	Emulsions	Ointments	Serums	Bath and shower products	Shave products	Emulsion-based sunscreen	After sun			
ElfaMoist® AC	Acetamidoethoxyethanol	Clear, colorless to slightly yellow liquid	100	Low	30 hr						•	•		•	•	•	•	Readily	Global	
Hydrovance®	Hydroxyethyl Urea	Clear, colorless to slightly yellow liquid	50	Low	24 hr	•	•	•	•	•	•		•	•	•	•	•	Readily	Global	•
Aesthetic modifiers			Technical properties				Applications											Biodegradability	Availability	Approved in China
INCI designation	Appearance		Active content %	Water dispersible	Oil absorption ml/g	Friction reduction (coefficient of friction)	Dry shampoo	Color cosmetics*	Powder	Emulsions	Low pH systems	Ointments	Bath & shower products	Shave products	Emulsion-based sunscreen	Self tanners	After sun			
Amaze™ Nordic Barley	Hordeum Vulgare Seed Flour	White powder	100	Yes	0.53	0.57	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•
Dry-Flo® PC	Aluminum Starch Octenylsuccinate	White to off-white free flowing powder	100	No	0.65	0.36	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•
Dry-Flo® Pure	Aluminum Starch Octenylsuccinate	White to off-white free flowing powder	100	No	0.65	0.36	•	•	•	•	•	•	•	•	•	•	•	Readily	North and South America, Asia	•
Dry-Flo® TS	Tapioca Starch (and) Polymethylsilsesquioxane	White to off-white powder	100	Yes	0.70	0.21	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•
Dry-Flo® TS Pure	Tapioca Starch (and) Polymethylsilsesquioxane	White to off-white powder	100	Yes	0.70	0.21	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•
Natrasorb® Bath	Tapioca Starch	White to off-white free flowing powder	100	Yes	3.62	N/A	•	•	•	•	•	•						Readily	Global	•
Natrasorb® HFB	Aluminum Starch Octenylsuccinate (and) Acrylates Copolymer (and) Magnesium Carbonate	White to off-white free flowing powder	100	Yes	0.90	N/A	•	•	•	•	•	•							Global	•
Purity™ 21C Pure	Zea Mays (Corn) Starch	White to off-white free flowing powder	100	Yes	0.56	0.60	•	•	•									Readily	Global	•
Tapioca Pure	Tapioca Starch	White to off-white free flowing powder	100	Yes	0.66	0.38	•	•	•	•				•		•		Readily	Global	•
Cleansing agents			Technical properties			Applications											Biodegradability	Availability	Approved in China	
INCI designation	Product form at 25°C		Active content %	CMC g/l @40°C	Kraft point	Shampoo	Bath and shower products	Shave products												
Elfan® AT 84	Sodium Cocoyl Isethionate	White powder	80	0.12 g/l	30°C	•	•	•										Readily	Global	•
Elfan® AT 84 G	Sodium Cocoyl Isethionate	Light yellowish granular	80	0.12 g/l	30°C	•	•	•										Readily	Global	•

Naturally derived  
 \* Includes make-up, liquid make-up, mascara, concealer, eyeshadow, lipstick, loose powder, eyeliner, pressed powder














# Get to know us

Your partner in essential solutions for a sustainable future

Learn more at [nouryon.com](http://nouryon.com)

## Rheology modifiers

	INCI designation	Appearance	Technical properties				Applications													Biodegradability	Availability	Approved in China								
			Active content %	pH range for thickening	Clarity in water	Rheology rprofile in water	Lotion and cream	Mousse	Spray gel	Gel	Conditioner (leave in/rinse out)	Shampoo	Hair color	Permanent wave	Hair relaxer	Color cosmetics*	Emulsions	Low pH systems	Ointments				Bath & shower products	Shave products	Emulsion-based Sunscreen	Self tanners	After sun			
<b>Amaze™ XT</b> 	Dehydroxanthan Gum	Off-white free flowing powder	100	3-10	Translucent	Short	•			•																	Readily	Global	•	
<b>Balance® RCFg</b>	Acrylates Copolymer	White emulsion	29-31	6.5-12	Clear	Short	•		•		•	•	•							•	•								Global	•
<b>Elfacos® GT 282S</b> 	Ceteareth-60 Myristyl Glycol	Pellets	100	2-12	Clear	Long					•	•	•						•	•								Readily	Global	•
<b>Structure® 2001</b>	Acrylates/Stearth-20 Itaconate Copolymer	White, low viscosity, aqueous emulsion	28-30	6.5-12	Clear	Short	•		•	•	•	•	•							•	•								Global	•
<b>Structure® 3001</b>	Acrylates/Ceteth-20 Itaconate Copolymer	White, low viscosity, aqueous emulsion	28-30	6.5-12	Clear	Short	•		•	•	•	•	•							•	•								Global	•
<b>Structure® Solanace™</b> 	Potato Starch Modified	White to off-white free flowing powder	100	3.5-11	Translucent	Long													•	•	•			•	•			Readily	Global	•
<b>Structure® XL</b> 	Hydroxypropyl Starch Phosphate	White to off-white free flowing powder	100	3-9	Opaque	Short		•	•			•	•							•				•	•			Readily	Global	•
<b>Structure® ZEA</b> 	Hydroxypropyl Starch Phosphate	White to off-white free flowing powder	100	3-9	Opaque	Short		•	•			•	•							•	•			•	•			Readily	Global	•

 Naturally derived

\* Includes make-up, liquid make-up, mascara, concealer, eyeshadow, lipstick, loose powder, eyeliner, pressed powder



Contact us directly for detailed product information and sample request  
website | [nouryon.com/markets/personal-care](https://nouryon.com/markets/personal-care)  
email | [PersonalCare.Marketing@nouryon.com](mailto:PersonalCare.Marketing@nouryon.com)

# Nouryon

Nouryon is a global, specialty chemicals leader. Markets and consumers worldwide rely on our essential solutions to manufacture everyday products, such as personal care, cleaning goods, paints and coatings, agriculture and food, pharmaceuticals, and building products. Furthermore, the dedication of more than 7,900 employees with a shared commitment to our customers, business growth, safety, sustainability and innovation has resulted in a consistently strong financial performance. We operate in over 80 countries around the world with a portfolio of industry-leading brands. Visit our website and follow us @Nouryon and on LinkedIn.

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