



Rich Feel – Hair Styling Gel

A clear hair gel with a stringy texture and maximum pick-up related to the combination of two rheology modifying agents; **Aculyn™ 88** and **Aculyn™ 22**. **Acudyne™ 1000 Hair Styling Polymer** provides outstanding hold and style durability, with excellent humidity resistance. The **AMP-ULTRA™ PC 2000** neutralizing polymer demonstrates a higher percentage of curl retention over time when compared with other classical neutralizing agents. With **AMP-ULTRA PC 2000**, formulators can create a hair care product that helps to hold a hair style, even during extreme humidity.



	Trade name	INCI name	Supplier	%
A	1 Water	Water (Aqua)	Univar*	70
	2 Acudyne™ 1000	Acrylates/Hydroxyesters Acrylates Copolymer	Dow Personal Care / Univar*	4.44
	3 AMP-Ultra™ PC 2000	Aminomethyl Propanol	Dow Chemical / Univar*	0.56
B	4 Water	Water (Aqua)	Univar*	18.81
	5 Aculyn™ 88	Acrylates/Steareth-20 Methacrylate Crosspolymer	Dow Personal Care / Univar*	3.88
	6 Aculyn™ 22	Acrylates/Steareth-20 Methacrylate Copolymer	Dow Personal Care / Univar*	1.63
C	7 Kem Plus 2	Phenoxyethanol and Iodopropyl Butylcarbamate	Akema Fine Chemicals/ Univar*	0.5
D	8 AMP-Ultra™ PC 2000	Aminomethyl Propanol	Dow Chemical / Univar*	0.18

* Please contact your regional Univar sales representative to ensure that mentioned products are distributed in your country.

Procedure

1. Mix Acudyne™ 1000 with water of phase A.
2. Add droplet by droplet AMP-Ultra™ PC 2000 until previous solution becomes clear.
3. Add gradually phase B into phase A whilst gently mixing.
4. Add phase C into phase A/B whilst gently stirring until it becomes homogeneous.
5. Adjust pH to 7.5 with AMP-Ultra™ PC 2000 if needed.

Stability

Stable for at least 1 month at room temperature (RT) and 40°C (still ongoing)

Comments

- Clear gel associated with a stringy texture and maximum pick-up.
- Formula inspired from the reference 050312.C(U) launched at InCosmetics 2012
- Viscosity: 90 000 mPa.s +/- 10 000 mPa.s (Brookfield RVDV-II+ Pro, spindle n°6, 6 rpm, 1 min).
- pH = 7.56

Reference: 090315.CM(U)-B

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