

Rheostyl™ 85 L

INCI: Acrylates copolymer

Clarity and suspended particles for low pH formulas

Rheostyl™ 85 L, a breakthrough in the rheology of naturally preserved cleansing products.

With the use of natural preservatives, pH of formulations switches from neutral to acid conditions. Coatex has specifically designed a new grade of rheology modifier, Rheostyl™ 85 L, for the formulation of cleansing products at low pH. From pH 4 to 6, Rheostyl™ 85 L provides 3 keys to victory:

- High transparency
- Superior suspension of any type of particles and beads
- Pleasant textures with smooth flow

This breakthrough technology will allow formulators to unleash their creativity while claiming "free of" all types of synthetic preservatives.



Excellent compatibility with mild and sulfate-free surfactants

Driven by the trend to market naturally and healthy inspired claims, natural preservatives are often associated with mild or sulfate-free surfactants.

Rheostyl™ 85 L shows excellent compatibility with mild and sulfate-free surfactants, both ionic and non ionic. As for classical formulations, Rheostyl™ 85 L offers an excellent association of high clarity, suspension and pleasant textures in mild and sulfate-free environments.

Easy formulation process with one step neutralization

Easy to use, Rheostyl™ 85 L will facilitate your process. Best level of transparency, suspension and thickening can be achieved in a one step neutralization process. No need for the time consuming and sensitive back-acid process.

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Product Performance Benchmark Results

Clarity is now possible at low pH with Rheostyl™ 85 L

Rheostyl™ 85 L visibly outperform competition

Rheostyl 85 L Acrylates Crosspolymer-4 Acrylates Copolymer



Clarity 😊 😞 😞
 Suspension 😊 😞 😊

After ageing 1 month @ 50°C

Formula composition

Solid content Wt%:

- 9% SLES / 3% CAPB
- 2.1% Rheology modifier
- Blue beads
- 0.4% Sodium Benzoate
- pH = 5

Naturally preserved facial cleanser: Experience a vitamin "Home Spa" sensation

| | INCI Name / Trade Name | Wt % | Function |
|---|---|-------|-------------------|
| A | Aqua | 49.28 | |
| B | Acrylates Copolymer (28%) Rheostyl™ 85 L | 8 | Rheology modifier |
| C | Sodium Laureth Sulfate (26.5%) | 28.09 | Surfactant |
| D | Cocobetaine, Sodium methyl cocoyl taurate, Sodium cocoyl isthionate (30.5%) | 8.33 | Surfactant |
| E | PEG-7 Glyceryl Cocoate | 1 | Emolient |
| F | Sodium benzoate/Potassium Sorbate | 1 | Preservative |
| G | <i>Cell' Intact Antipollution</i> | 1 | Anti-oxydant |
| H | Citric Acid (10%) | 2.5 | Acidifier |
| J | <i>Unispheres Rool-6455</i> | 0.5 | Vitamin beads |
| H | <i>Parfum Dermis 355905</i> | 0.3 | Fragrance |

Formula pH = 5

Exfoliating Anti-Acne facial cleanser

| | INCI Name / Trade Name | Wt % | Function |
|---|---|-------|-----------------------|
| A | Aqua | 38 | |
| B | Acrylates Copolymer (28%) Rheostyl™ 85 L | 8 | Rheology modifier |
| C | Sodium Cocoamphoacetate (31.5%) | 20 | Surfactant |
| | Salicylic Acid | 0.5 | Anti-Acne agent |
| D | Cocamidopropyl Betaine (30%) | 14.2 | Surfactant |
| E | Disodium Laureth Sulfosuccinate (40%) | 10 | Surfactant |
| G | Citric Acid (10%) | 11.17 | Acidifier |
| H | Jjoba Esters, Pigment | 0.4 | Exfoliating Beads |
| I | Parfum life serum 1419508 | 0.48 | Expressions Parfumées |

Formula pH = 4,5

Ask for a sample

Website: www.coatex.com

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