

# Rheostyl™ 90 N

INCI: Acrylates/Beheneth-25 Methacrylate Copolymer

Powerful thickener  
for crystal clear formulas

Honey-like consistency for sulfate-free or mild low surfactant systems.

The current demand for cosmetics products is focused on healthier and friendly products. Following this trend, **sulfate-free and mild cleansing formulations** went from niche to main stream products. A large offer of sulfate-free surfactants is available but viscosity building is challenging as salt addition is not always efficient.

Rheostyl™ 90 N has especially been designed for these sensitive surfactant systems and is the perfect candidate to fine-tune the texture of these challenging formulas.

In addition to its highly efficient thickening performance, Rheostyl™ 90 N allows the creation of appealing crystal clear formulas with elegant honey-like flow.



## Innovative texture for aqueous gel

The quest for original and innovative textures is a permanent driver for cosmetic formulators to feed consumers expectations of new sensations.

In aqueous systems, Rheostyl™ 90 N offers **original elastic and self-sealing textures** that will inspire formulators creativity.

## Easy formulation process

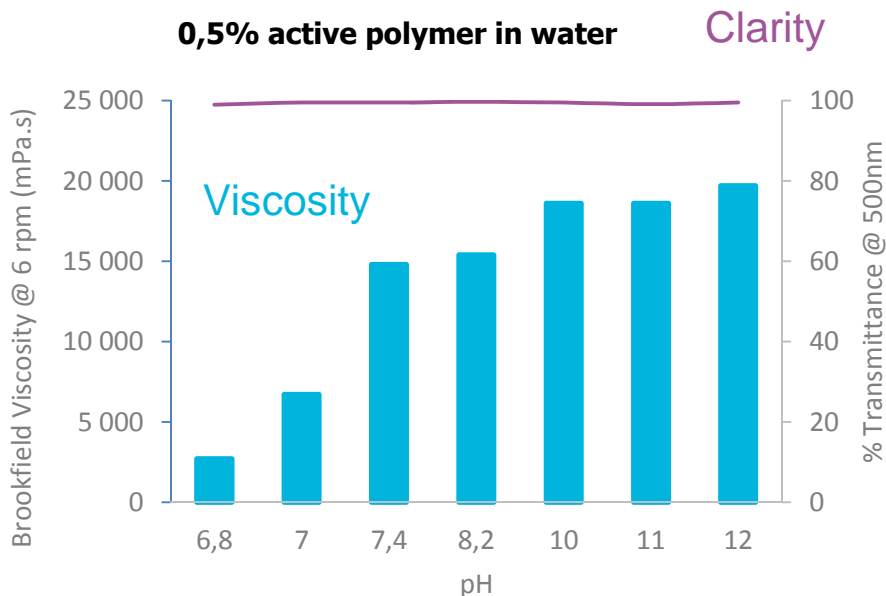
Easy to use, Rheostyl™ 90 N will facilitate your process while providing thickening and crystal clarity to your formulations.

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## Product Performance

### Crystal clear and high thickening performance



Rheostyl™ 90 N vs water



Baby sulfate-free shampoo		
A	Aqua	qs 100 %
	Hydrolat Camomille HYD60001	10 %
	CAPB (45 %)	15 %
	Disodium laureth sulfococinate	5 %
	Sodium lauroyl sarcosinate	3 %
	Decyl glucoside	3 %
	Glycerin	3 %
	Aloe vera	2 %
B	<b>Rheostyl™ 90 N (30%)</b>	8 %
	Aqua	10 %
C	Fructal hydro n°329	0.4 %
	Preservative	0.3 %
D	NaOH	qs pH 7

Mild Skin Sensitive shower gel		
A	Aqua	qs 100 %
	SLES (28%)	16 %
	CAPB (45%)	3.3 %
	Glycerin	3 %
B	<b>Rheostyl™ 90 N (30%)</b>	4 %
	Aqua	10 %
C	Bonbon fragrance	0.5 %
D	NaOH	qs pH 6.8
E	Preservative	0.08 %

Ask for a sample

Website: [www.coatex.com](http://www.coatex.com)

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