



PERSONAL CARE

RHEOSTYL™ E-Cream

INCI: Acrylates/Palmeth-25 Acrylate copolymer (globally approved)

Polymeric emulsifier creamy and cushion

RHEOSTYL™ E-Cream is a polymeric emulsifier associating the benefits of traditional emulsifiers with the benefits of polymers:

- Powerful emulsification, smooth texture and unique sensorial signature
- Versatility, easy process and water resistance

RHEOSTYL™ E-Cream is dedicated to formulate thin to thick emulsions with a creamy and cushion feel. It offers an excellent electrolytes resistance.

• TYPICAL ANALYSIS

INCI: Acrylates/Palmeth-25 Acrylate copolymer

Nature: Acrylic copolymer in aqueous dispersion

Appearance: Low viscous white milky liquid

Solids content: 28%

pH: 2.6

Brookfield viscosity 1% in water: 4500 mPa.s

Residual Ethyl Acrylate: < 1 ppm

Total aerobic plate count, as supplied: < 100 cfu/g

• APPLICATIONS

All O/W emulsion based formulations

- Skin Care
- Body Care
- Sun Care
- Color Cosmetics

Dosage range: 4 to 10% as supplied (1 to 3% dry content). A starting point formulation guide is available upon request.

• ADVANTAGES

- **Powerful emulsification:** **RHEOSTYL™ E-Cream** is an amphiphilic polymer that strongly adsorbs at the oil/water interface. It is recommended for formulations 100% emulsifier free. pH range: 5 to 12.
- **Texture:** **RHEOSTYL™ E-Cream** develops thin to thick smooth texture without cheesecake effect. It has an excellent electrolyte tolerance.
- **Sensoriality:** **RHEOSTYL™ E-Cream** has a **creamy and cushion** sensorial. It develops **bouncy textures** with an **exceptional pick-up**.
- **Versatility:** **RHEOSTYL™ E-Cream** emulsifies all kind of oils with no limit in oil loading.
- **Easy to formulate:** **RHEOSTYL™ E-Cream** is a liquid polymer used to emulsify at low shear rate with a simple blade (1000 rpm) in cold process.
- **Water resistance:** Thanks to its polymeric nature, **RHEOSTYL™ E-Cream** provides a water resistance in formulation largely improved compared to standard emulsifiers.

• STORAGE

RHEOSTYL™ E-Cream is irreversibly damaged when frozen. It should be protected from the effects of weathering, stored between 5 and 40°C and protected from direct sun exposure. Once opened, packaging should be resealed immediately after use. In these conditions, products should be used within 12 months following the date of manufacture.

Film-forming at the surface of the product and/or sedimentation at the bottom of the packaging may happen. These phenomena are normal and have no impact on the level of performances as long as the product meets the specifications. If necessary, filter the product prior to use.

• STANDARD PACKAGING

- 20 kg pails
- 200 kg drums

• HEALTH & ENVIRONMENTAL DATA

Please refer to the Material Safety Data Sheet.

Website: www.coatex.com

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