



# RHEOSTYL™ E-Light

INCI: Acrylates copolymer (globally approved)

## Polymeric emulsifier light and fresh

**RHEOSTYL™ E-Light** is a polymeric emulsifier 'EO-free' 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-Light** is dedicated to formulate thin emulsions with a light and fresh feel. It is the best in class for waterproof formulas such as sun care products.

### • TYPICAL ANALYSIS

**INCI:** Acrylates Copolymer

**Nature:** Acrylic copolymer in aqueous dispersion

**Appearance:** Low viscous white milky liquid

**Solids content:** 30%

**pH:** 2.6

**Brookfield viscosity 1% in water:** 2800 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-Light** is an amphiphilic polymer that strongly adsorbs at the oil/water interface. It is recommended for formulations '100% emulsifier free' & 'EO-free'. pH range: 5 to 12.
- **Texture:** **RHEOSTYL™ E-Light** develops thin & smooth texture without cheesecake effect. It has a good resistance to electrolytes.
- **Sensoriality:** **RHEOSTYL™ E-Light** has a **light & fresh** sensorial and can develop **quick-break** behaviour.
- **Versatility:** **RHEOSTYL™ E-Light** emulsifies all kinds of oils with no limit in oil loading.
- **Easy to formulate:** **RHEOSTYL™ E-Light** is a liquid polymer used to emulsify at low shear rate with a simple blade (1000 rpm) in cold process.
- **Water resistance:** **RHEOSTYL™ E-Light** provides an outstanding water resistance in formulation. It can be used to develop **waterproof Sun Care products without any film formers**.

### • STORAGE

**RHEOSTYL™ E-Light** 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](http://www.coatex.com)

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