



## PERSONAL CARE

## RHEOSTYL™ UP

INCI: Acrylates copolymer

## Suspending agent for fluid formulations

**RHEOSTYL™ UP** is a rheology modifier dedicated to skin care, sun care and color cosmetics applications. It is a highly efficient suspending agent to stabilize oil in water emulsions and suspend mineral particles, pigments or capsules in fluid formulations.

**RHEOSTYL™ UP** is a low viscosity aqueous liquid polymer easily incorporated in cold process formulations.

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**• TYPICAL ANALYSIS**


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INCI: Acrylates Copolymer

Nature: Acrylic copolymer in aqueous dispersion

Appearance: Low viscous white milky liquid

Solids content (%): 30

pH: 2.7

Brookfield viscosity 1% in water: 3000 mPa.s

Residual Ethyl Acrylate: &lt; 1 ppm

Total aerobic plate count, as supplied: &lt; 100 cfu/g

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**• ADVANTAGES**


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- **Suspension in fluid formulation:** RHEOSTYL™ UP is a suspending agent used to stabilize oil in water emulsions and suspend mineral particles, pigments or capsules in fluid formulations at pH above 6.5. Minimum dose to suspend 2% as is. (See Rheostyl™ UP formulation tips)
- **High compatibility with pigments:** RHEOSTYL™ UP enhances lipophilic & hydrophilic pigment dispersion resulting in an excellent aesthetic & skin coverage.
- **Sensoriality:** RHEOSTYL™ UP has light sensorial signature with a soft afterfeel.
- **Resistance to electrolytes:** RHEOSTYL™ UP provides a good resistance to electrolytes compared to market benchmark powder technologies.
- **Cold process:** RHEOSTYL™ UP is a liquid technology easy to use in cold process to save time, cost and energy.

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**• APPLICATIONS**


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**Skin care, Sun care & Color cosmetics**

- Transparent gel
- Cream
- Lotion & serum
- Spray & mist
- BB cream & liquid foundation
- Mineral sunscreen

A starting point formulation guide is available upon request

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**• STORAGE**


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**RHEOSTYL™ UP** 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 phenomenon are normal and have no impact on the level of performances as long as the product meet the specifications. It is recommended to filter the product prior to use.

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**• STANDARD PACKAGING**


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- 20 kg pails
- 200 kg drums

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**• HEALTH & ENVIRONMENTAL DATA**


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Please refer to the Safety Data Sheet.

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

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