

Clear Water-Resistant Hair Gel

S-G0043(EU)

A clear styling gel with superior aesthetics and no flaking. **Fixate™* PLUS Polymer** works in synergy with acrylate-based fixatives such as **Avalure™* AC 120 Acrylic Copolymer** to provide excellent water-resistance properties as measured by the water / sweat immersion resistance curl retention method.

| INCI Name, Trade Name | Weight % | Function |
|--|----------|------------------------------|
| 1. Deionized Water | 71.83 | Diluent |
| 2. Butylene Glycol, 1,3-Butanediol | 3.00 | Humectant |
| 3. Aminomethyl Propanol, AMP-Ultra™ PC 2000 (95%) | 0.05 | Neutralizer |
| 4. Acrylates Copolymer, Avalure™* AC 120 Acrylic Copolymer (29% TS) | 3.50 | Film Former |
| 5. Polyacrylate-14, Fixate™* PLUS Polymer (30% TS) | 10.00 | Fixative |
| 6. Aminomethyl Propanol, AMP-Ultra™ PC 2000 (95%) | 0.46 | Neutralizer |
| 7. DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, Glydant Plus® Liquid | 0.50 | Preservative |
| 8. Alcohol, Ethanol Absolute | 10.00 | Solvent |
| 9. Fragrance, Vitalmixt BDF, # 143149 | 0.10 | Perfume |
| 10. Aminomethyl Propanol, AMP-Ultra™ PC 2000 (95%) | 0.56 | Neutralizer / pH Adjuster |

Product Properties:

| | |
|--|---|
| Appearance | Clear gel |
| pH | 7.0 – 7.2 |
| Viscosity (mPa s)** | 45,000 – 50,000 |
| Turbidity (NTU)*** | 10-20 |
| Water / Sweat Immersion Resistance**** | 90% |
| Stability: | Passed 3 months @ 45 °C, 5 cycles freeze/thaw |

** Brookfield DV-II+Pro Viscometer @ 20 rpm, 25°C, # spindle, measured after 24 hours

***HF Scientific Micro 100 Turbidimeter

**** 1.85 g of hair gel is applied on clean Virgin European Brown tresses (0.74 g of gel per gram of hair). Treated tresses are wrapped on 5/8" diameter plastic smooth barrel hair curlers, 2" in length and allowed to dry overnight (50% RH – 23°C). Dried, treated tresses are gently removed from the rollers and submerged in a sweat salts water bath for 3 minutes, and measurements recorded at 1 minute intervals for 3 minutes

COMMENTS:

1. Due to the alcohol in this formulation, it is recommended that customers review the environmental and regulatory requirements of the states and countries where they wish to market this type of product to be sure that they are in compliance with local VOC regulations.
2. Due to the alcohol in this formulation, follow safety precautions appropriate for the handling of flammable liquids.

Supplier References:

Merck (2)
Dow / Angus (3, 6, 10)
Lubrizon Advanced Materials, Inc.
(Noveon® Consumer Specialties) (4, 5)
Lonza (7)
VWR (8)
Symrise (9)

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For more information visit www.personalcare.noveon.com or contact your nearest Lubrizon Advanced Materials location.

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