

# Rheology Modifiers for Personal Care



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## Technologies to Suspend, Stabilize, and Thicken.

When using hair gels, body creams, facial cleansers, or sunscreen lotions, the first impression plays a decisive role in the overall customer experience. BASF offers an extensive range of rheology modifiers for a variety of personal care applications. These technologies offer benefits such as efficient thickening, enhanced aesthetics, interesting textures, formula stabilization, surfactant compatibility, and ease of processing.

Product	INCI	Form	Benefits/Properties	Applications											
				AP/Deo	Baby Care	Body/Hand Care	Color Care	Face Care	Hair Color	Hair Conditioning	Hair Styling	Shampoo	Sun Care	Wipes	
Anionic															
Cosmedia® SP	Sodium Polyacrylate	Powder	<ul style="list-style-type: none"><li>Emulsifying polymer with excellent sensorial aesthetics and textures</li><li>Works in cold process and sprayable systems</li><li>Improves cushion to cold process formulations</li><li>Good compatibility with organic UV filters, zinc oxide, waterproofing agents, and emollients</li></ul>		✓	✓		✓						✓	✓
Cosmedia® SPL	Sodium Polyacrylate (and) Hydrogenated Polydecene (and) PPG-5 Laureth-5	Liquid	<ul style="list-style-type: none"><li>Liquid emulsifying polymer with excellent sensorial aesthetics and textures</li><li>Works in cold process and sprayable systems</li><li>Improves cushion to cold process formulations</li><li>Good compatibility with organic UV filters, zinc oxide, waterproofing agents, and emollients</li></ul>			✓	✓	✓						✓	✓
Hispagel® 200 NS	Glycerin (and) Glyceryl Polyacrylate	Gel	<ul style="list-style-type: none"><li>Crystal clear multifunctional moisturizing gel</li><li>Excellent as a base for water soluble and moisturizing aqueous gels</li><li>Outstanding sprayability; excellent for use in sprayable gels and lotions</li><li>Forms a permeable film on the skin with excellent moisture retention and lubricating properties</li><li>Hydroalcoholic products are possible to about 50% ethanol</li></ul>	✓	✓	✓		✓			✓			✓	✓
Hispagel® OIL LV	Glycerin (and) Glyceryl Polyacrylate	Liquid	<ul style="list-style-type: none"><li>Lubricant, sensory modifier and moisturizing agent</li></ul>	✓	✓	✓		✓		✓				✓	✓
Luvigel® EM	Caprylic/Capric Triglyceride (and) Sodium Acrylates Copolymer	Emulsion	<ul style="list-style-type: none"><li>Provides excellent thickening effect at different concentrations</li><li>Can be used in emulsions for fast viscosity build-up</li></ul>			✓		✓			✓			✓	
Luvigel® Fit UP	Acrylates/C10-30 Alkyl Methacrylate Copolymer	Aqueous solution	<ul style="list-style-type: none"><li>Tailor-made thickener for styling</li><li>High setting with long-lasting hold</li><li>Forms clear &amp; smooth gels with same performance and less flaking compared to benchmark</li></ul>				✓				✓				
Luviset® One	Acrylates/Methacrylamide Copolymer	Aqueous solution	<ul style="list-style-type: none"><li>Excellent styling and thickening polymer in one.</li><li>Provides efficient thickening with excellent humidity resistance, long lasting hold, and reduced flaking</li></ul>								✓				
Rheocare™ C Plus	Carbomer	Powder	<ul style="list-style-type: none"><li>Provides high viscosity build with gel transparency</li><li>Optimized sensory profile</li><li>High electrolyte and alcohol tolerance</li><li>Excellent thickener for emulsions and surfactant based formulas</li></ul>		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Rheocare™ HSP-1180	Polyacrylamidomethylpropane Sulfonic Acid	Acid solution	<ul style="list-style-type: none"><li>Provides high degree of lubricity for elegant, aesthetically pleasing slip during application plus a talc-like residual feel after application</li><li>Acts as an auxiliary-thickening agent particularly in hydroalcoholic systems which are resistant to viscosity build up</li></ul>	✓		✓	✓	✓			✓				
Rheocare™ TTA	Acrylates Copolymer	Emulsion	<ul style="list-style-type: none"><li>Ideal for clear gels, especially with high levels of surfactants</li><li>Provides thickening, stabilizing and suspending in surfactant systems</li><li>Hot and cold processable; use at any stage of process</li><li>High salt and electrolyte tolerance</li></ul>		✓	✓		✓	✓		✓		✓		

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Salcare® SC 80 UP	Steareth-10 Allyl Ether/ Acrylates Copolymer	Aqueous emulsion	<ul style="list-style-type: none"><li>• Ideal for clear gels with viscosity build at room temperature</li><li>• Efficient in thickening surfactant systems</li></ul>		✓	✓		✓	✓		✓	✓	✓	
Salcare® SC 81 UP	Acrylates Copolymer	Aqueous emulsion	<ul style="list-style-type: none"><li>• Typically used to improve suspension characteristics of particulates in clear gels</li><li>• Often used with associative rheology modifiers, such as Salcare® SC 80 or Tinovis® GTC</li></ul>		✓	✓		✓	✓		✓	✓	✓	
Salcare® SC 91	Sodium Acrylates Copolymer (and) Paraffinum Liquidum (and) PPG-1 Trideceth-6	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Highly efficient thickener which may be used over a wide pH range</li><li>• Can be used to suspend and stabilize organic and inorganic particulates and pigments</li><li>• Gives good emolliency and rub-in characteristics</li></ul>			✓	✓	✓	✓				✓	
Tinovis® ADE	Sodium Acrylates Copolymer (and) Hydrogenated Polydecene (and) PPG-1 Trideceth-6	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Designed for use as a primary rheology modifier or a polymeric emulsion stabilizer</li><li>• Can be used to suspend and stabilize organic and inorganic particulates and pigments</li><li>• Gives excellent emolliency and rub-in characteristics</li><li>• Effective over pH 5.0-12.5</li></ul>			✓	✓	✓					✓	
Tinovis® GTC UP	Acrylates/Beheneth-25 Methacrylate Copolymer	Aqueous emulsion	<ul style="list-style-type: none"><li>• Developed to give clear formulations</li><li>• Provides good suspension of organic and inorganic particulates</li><li>• Can be used in hydroalcoholic formulations containing ~30% alcohol</li><li>• Particularly effective in formulas around pH 5.5-12.5</li></ul>		✓	✓		✓	✓		✓	✓	✓	
Cationic														
Cosmedia® CTH (E)	Polyquaternium 37 (and) Propylene Glycol Dicaprylate/Dicaprate (and) PPG-1 Trideceth-6	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Provides high thickening efficiency with high shear thinning/easy spreading and opacifying properties over a wide pH range</li><li>• Superior sensory profile for skin &amp; hair</li></ul>		✓	✓		✓		✓	✓		✓	✓
Cosmedia® Gel CC	Dicaprylyl Carbonate (and) Stearalkonium Hectorite (and) Propylene Carbonate	Paste	<ul style="list-style-type: none"><li>• Forms homogeneous film over skin's micro relief which smooths skin's surface with a velvety, matte finish</li><li>• Acts as a suspending agent and emulsion stabilizer</li><li>• Delivers an optimized gel dispersion</li><li>• For use in cosmetic O/W &amp; W/O emulsions</li></ul>	✓	✓	✓	✓	✓					✓	
Cosmedia® Ace	Sodium Polyacrylate, Dicaprylyl Carbonate, Polyglyceryl-3 Caprate	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Provides elegant textures</li><li>• Strong thickener</li><li>• Strong emulsifier &amp; stabilizer</li><li>• Easy to use</li><li>• Efficient over a broad pH range 5 - 12</li><li>• Suitable for environmentally-friendly concepts</li><li>• Cost-effective</li></ul>			✓	✓	✓					✓	✓
Cosmedia® Triple C	Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Excellent thickening efficiency, emulsifying and suspending capabilities</li><li>• Improved electrolyte tolerance of similar products</li><li>• Superior sensory profile</li><li>• Alternative to EO-containing thickeners</li></ul>		✓	✓		✓		✓	✓		✓	✓
Cosmedia® Ultragel 300	Polyquaternium-37	Powder	<ul style="list-style-type: none"><li>• Ideal for crystal clear formulas</li><li>• Excellent spreading properties with a superior non-tacky, soft, silky, rich feel</li><li>• Conditioning properties for hair and skin</li><li>• High yield value; able to suspend beads and bubbles</li><li>• Alternative to EO-containing thickeners</li></ul>			✓		✓	✓	✓	✓		✓	✓
Salcare® SC 92	Polyquaternium-32 (and) Mineral Oil	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>• Highly efficient thickener for use over a wide pH range (pH 3-12)</li><li>• Provides good conditioning to hair; recommended for damaged hair and in formulas where higher level of conditioning required</li><li>• Can be used to suspend/ stabilize organic and inorganic particulates and pigments</li></ul>			✓				✓	✓			

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Salcare® SC 95	Polyquaternium-37 (and) Mineral Oil (and) PPG-1 Trideceth-6	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>Efficient rheology modifier over a wide pH range (pH 3-12)</li><li>Provides good conditioning to hair improving the ease of combing and feel on hair</li><li>Excellent emolliency and rub-in characteristics in skin formulas</li></ul>			✓				✓	✓			
Salcare® SC 96	Polyquaternium 37 (and) Propylene Glycol Dicaprylate/Dicaprate (and) PPG-1 Trideceth-6	Non-aqueous liquid dispersion	<ul style="list-style-type: none"><li>Efficient rheology modifier over a wide pH range (pH 3-12)</li><li>Provides good conditioning to hair improving the ease of combing and feel on hair</li><li>Excellent emolliency and rub-in characteristics in skin formulas</li></ul>		✓	✓		✓		✓	✓		✓	✓
Tinovis® CD	Dimethylacrylamide/Ethyltrimonium Chloride Methacrylate Copolymer (and) Propylene Glycol Dicaprylate/Dicaprate (and) PPG-1 Trideceth-6 (and) C10-C11 Isoparaffin	Liquid	<ul style="list-style-type: none"><li>Provides focused conditioning from root to tip in hair care formulations, improving combability and feel</li><li>Enhances development of color in sunless tanners</li><li>Provides good spreading and sensorial characteristics for skin care formulations</li></ul>			✓					✓		✓	✓
Nonionic														
Arlypon® TT	PEG/PPG-120/10 Trimethylolpropane Trioleate (and) Laureth-2	Liquid	<ul style="list-style-type: none"><li>Combines the advantages of micellar and associative thickeners</li><li>Excellent thickening power in all surfactant systems</li><li>Performs well in sulfate-free formulas</li><li>Able to reduce/eliminate NaCl addition</li></ul>			✓		✓					✓	
Cosmedia® DC	Hydrogenated Dimer Dilinoleyl/Dimethylcarbonate Copolymer	Liquid	<ul style="list-style-type: none"><li>Ideal for providing water resistance</li><li>Provides unique sensorial profile and an initial moisture boost</li></ul>			✓		✓						✓
Luvigel® Star AT 3	Polyurethane-39	Aqueous solution	<ul style="list-style-type: none"><li>Outstanding thickening efficacy with exceptional sensory characteristics</li><li>High stability or tolerance in presence of high salt concentration or extreme pH values</li></ul>			✓		✓						✓

## About BASF Care Chemicals

BASF's Care Chemicals division offers a broad portfolio of products and solutions for personal care, home care, hygiene, industrial & institutional cleaning as well as a comprehensive spectrum of technical applications. Through the acquisition of Cognis, Care Chemicals has become the leading supplier to the cosmetics industry and has strengthened its number one position in products for the detergents and cleaners industry. The high quality product portfolio of the division mainly comprises surfactants, polymers, emollients, chelating agents, UV filters and biocides. Superabsorbents, developed for the requirements in all fields of hygiene applications, round out the offering. Care Chemicals operates production and development sites as well as sales offices all over the world.

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