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# Elevating Multifunctional Suncare Formulations with Next Generation Cross-Linked Polymer Technology

Clariant

[clariant.com/PersonalCare](https://clariant.com/PersonalCare)

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## PRODUCT/SERVICE BACKGROUND INFORMATION

Modern sunscreen formulations present multifaceted challenges: delivering robust UV protection while ensuring sensorial elegance and stability. Our latest innovative polymer system—Ammonium Acryloyldimethyltaurate/Beheneth-25 Methacrylate Crosspolymer (and) Sodium Polyacryloyldimethyl Taurate—effectively solves these challenges by equipping formulators with versatile capabilities to develop modern sun products combining optimal protection with exceptional sensory qualities. This solution is the first to offer SPF-boosting effects through superior UV filter stabilization while simultaneously delivering the light, fresh textures consumers prefer.

## WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

This multi-functional polymer offers unprecedented versatility in creating sunscreen products that meet evolving consumer expectations. This pre-neutralized, cold-processable ingredient introduces specialized rheology modification technology tailored to formulations which embrace the "skinification of sun care" trend. It enables the creation of lightweight, silky textures that spread effortlessly and absorb quickly. This sensorial improvement encourages regular use—critical for effective UV protection.

## HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Our research demonstrates this polymer's exceptional compatibility with both organic and inorganic UV filters, providing superior stabilization that maintains homogeneity throughout product shelf life. In-vivo testing confirms significant SPF-boosting capabilities for organic systems, allowing formulators to potentially reduce UV filter concentrations while maintaining protection levels—addressing both regulatory constraints and consumer safety concerns. Beyond functional benefits, this technology transforms sun protection into a premium skincare experience through enhanced sensory attributes.