



Biodegradable Cationic Rheology Modifier for the Personal Care Market

SNF

snf.com

PRODUCT/SERVICE BACKGROUND INFORMATION

SNF, headquartered in Andrézieux, France, is a leading global producer of water-soluble polymers with primary cosmetic ingredient manufacturing sites in France, USA, and China. For the Personal Care market, SNF offers a wide range of polymers as rheology modifiers, thickeners, and film formers to meet the needs of this market. SNF utilizes the latest polymerization technologies to synthesize and manufacture anionic, cationic, amphoteric, and nonionic polymers. These polymers can be used in Hair Care, Skin Care, and Bath and Shower applications.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

SNF, a worldwide water-soluble polymers company that produces synthetic polymers for many industries. Within the Personal Care market, global consumers are demanding more environmentally friendly raw ingredients for the products they purchase. SNF's is providing a solution to the market by developing cleaner rheology modifiers to solve consumers' quest for more sustainable ingredients.

SNF has leveraged its expertise in green chemistry and inverse emulsion synthesis and successfully introduced a biodegradable cationic rheology modifier for the Personal Care Market. **NaturSol™ EMI Rev** has a naturality index of 72% (ISO 16128). **NaturSol™ EMI Rev** will serve as a building block for greener future rheology modifiers. SNF's new **NaturSol™ EMI Rev** provides the industry with a cold processable cationic rheology modifier that delivers unique benefits to your hair care formulations.

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

NaturSol™ EMI Rev provides a significant shift in the rheology modifier market. It is designed for hair treatment formulations. A single polymer helps maintain a high level of hydration in the hair, it helps enhance the natural beauty of your curly hair, it helps restore superficial damage to hair tresses, helps to protect the hair from bleaching and other chemical processes, and helps provide thermal protection and detangling benefits. Formulations created using **NaturSol™ EMI Rev** are minimalist since they do not require heat, the **NaturSol™ EMI Rev** is ready to use (does not require neutralization), and one does not need additional emulsifiers. Formulations created using **NaturSol™ EMI Rev** reduce your carbon footprint and provide end users with high-performance formulations.

