

Eco-Friendlier Water-Soluble Polymers

SNF

personalcare.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 market needs. SNF uses 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 is 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 is meeting this demand by developing cleaner rheology modifiers that support consumers' quest for more sustainable ingredients.

SNF has leveraged its expertise in green chemistry and inverse emulsion synthesis and successfully introduced an innovative cationic rheology modifier for the Personal Care Market. Natursol™ EMI Rev has a natural origin index of 70% (ISO 16128). SNF's Natursol ™ EMI Rev provides the industry with a cold-processable cationic rheology modifier that delivers unique benefits to your hair care formulations. Natursol™ EMI Rev serves as a building block for greener future rheology modifiers.

SNF's path toward greener solutions for the Personal Care Market continues with Natursol™ BioSeven. Natursol™ BioSeven is a naturally derived, biodegradable cationic conditioning polymer designed for Hair, Bath, and Skin cleansing applications. Natursol™ BioSeven has a natural origin index of 91% (ISO 16128), is readily biodegradable (OECD 301F), and is cold processable. While reducing the environmental impact, Natursol™ BioSeven provides a dense, stable foam, is non-irritating, easy to handle, and is formulated for next-gen 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; it helps protect the hair from bleaching and other chemical processes; and it 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 uses with high-performance formulations.

Natursol™ BioSeven is designed for cleansing applications. When used in hair care formulations, it helps increase wet hair combability when compared to Polyquaternium 7 and is compatible with standard cleansing bases. Natursol BioSeven is suitable for the entire family since it helps stabilize delicate and fine foam in bath and shower formulations. Finally, in facial cleansing formulations, Natursol™ BioSeven helps preserve the skin's natural equilibrium while also contributing to skin hydration.