

# SILVANO



SENSORY  
AMELIORATION



AESTHETICS  
ENHANCEMENT



THICKENING

## **Rheology Modifiers Hair Styling Polymer**

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easy to use liquid polymers for crafting aesthetic marvels

Redefining  
THE GOLD STANDARD for  
thickening & suspension of  
surfactant systems with  
more than 10% active surfactants

## **RHEOPOL<sup>®</sup> SN-1**

For Excellent Suspending Ability



INCI : **Acrylates Copolymer**  
Optimal Dosage : 4-10% As Supplied

### **SALIENT FEATURES**

- Compatibility with almost all commercial non-ionic, anionic and amphoteric surfactants/various additives
- Liquid form for easy use enabling cold processing and lower processing costs
- Effective over a wide pH range-4.0 to 9.0-and provides suspending, stabilizing and thickening benefits through "reverse-acid" formulation as well
- Augments pearlization appearance to improve the visual appeal of pearling additives in surfactant-based systems
- Provides effective thickening, desirable flow characteristics, and allows the formulation of high clarity systems of shampoos, body washes, and other cleansing products
- Provides exceptional suspending and stabilizing properties in surfactant-based systems, even low viscosity formulations
- For best transparency along with suspension, formulate at pH 6.5

### USE

#### Personal Care

Body Washes, Hand Soap, Mild Cleansers, Hair Coloring, Anti-aging Product  
Facial Cleansers, Intimate Cleansers, Conditioners, Shampoo, Wipes etc...

#### Home Care

Liq. Laundry Detergent, Dish Wash Liquid, Multi Purpose Cleaner etc...

### Silky Shine Pearlescent Shampoo

| Ingredients                       | Parts Per 100  |
|-----------------------------------|----------------|
| De-ionized Water                  | 39.00          |
| Rheopol <sup>®</sup> SN-1 polymer | 5.00           |
| Sodium Laureth Sulphate (28%)     | 40.00          |
| Sodium Hydroxide (18%)            | q.s. to pH 6.5 |
| Cocamidopropyl Betaine            | 7.00           |
| Dimethiconol, TEA                 | 3.00           |
| Dodecylbenzene Sulfonate          |                |
| Coco diethanolamide               | 1.00           |
| De-ionized Water                  | 2.00           |
| Mica and Titanium Dioxide         | 0.20           |
| Phenoxyethanol                    | 1.00           |
| Fragrance                         | 0.30           |
| Citric Acid (50%)                 | q.s. to pH 5.5 |

Viscosity: 7000-9000 cP (BF, 25° C, Sp5, 20rpm)



Highly efficient HASE polymer for difficult to thicken surfactant systems & for structuring formulations containing anionic & non-ionic emulsifiers

Particularly effective for refreshing, shear-thinning sprayable gels or emulsions with a wide spray pattern and instant recovery

## ACUTHIX® 25

For Refreshing & Luxurious Sensory

INCI : Acrylates / Beheneth-25

Methacrylate Copolymer

Optimal Dosage: 1-7% As Supplied

Optimal Performance At pH 6.5-10

- Easy to use liquid that allows cold processing
- Excellent clarity in low surfactant systems
- Excellent for low level, sulfate & amide free surfactants
- Synergistic thickening with salt
- Smooth, Honey like flow
- Stabilises high oil loaded body wash emulsions
- For emulsions and Gels :
  - Quick breaking effect
  - Pudding texture
  - Shape-memory Repair

### FOR HOME CARE PRODUCTS :

- Good vertical cling, decreased dripping & increased surface contact time
- Less misting, provides superb non-aerosol spray formulations
- Stability at Alkaline pH



### USE

- Body washes & shower gel
- Crystal clear hair care gels
- Hand and body lotions
- Make up cream and lotions
- Sunscreen lotions
- Skin care gels
- 2 component hair dye system
- Hair conditioners
- Hair styling Moisturisers

### HOME CARE

Window & Glass Cleaners  
Dish Wash Liquid  
Multi Purpose Cleaner  
Active Enzyme Gel  
Liq. Laundry Detergent

## Primary Screening Emulsion

| Ingredients                          | Parts Per 100         |
|--------------------------------------|-----------------------|
| De-ionised Water                     | q.s. to 100           |
| Isononyl Isononanoate                | 15.00                 |
| Methyl glucose sesquistearate        | 0.25                  |
| PEG-20 Methyl glucose sesquistearate | 0.50                  |
| ACUTHIX® 25                          | 1.5                   |
| NaOH(20%)                            | q.s. to pH 6.8 to 7.2 |
| Phenoxyethanol                       | 0.30                  |
| Fragrance                            | 0.30                  |

Viscosity: 15000-18000 cP (BF, 25°C, 24h, Sp5, 20rpm)



High octane & contemporary  
Styling solution for a hassle-free,  
Rich & fulfilling consumer experience

## RHEOPOL<sup>®</sup> HSP

High Performance Hair Fixative

INCI : **Acrylates Copolymer**

Optimal Dosage : 4-16% As Supplied

### Acrylamide / Methacrylamide Free

- Fewer ingredients required
- Liquid polymer : Cold processable, easy to formulate
- Superior humidity resistance
- Offers a Spectrum of stiffness & hold with constant superb rheology
- Protection from pollution and easy removal of pollutants
- Minimal effort required for distribution through hair
- Formulates with brilliant transparency and good pick-up
- Imparts superb shine without stickiness
- Suspend air bubbles and insoluble ingredients
- Rich feel on hands
- Minimal Flaking
- Emulsify emollients and care additives
- Acrylamide / Methacrylamide Free

### USE

#### Styling Products

Clear Hair Gels  
Hair Creams  
Pudding  
Mousses  
Pump Sprays  
Hair Waxes  
Pomade

Transparent  
Hair Gel



Smooth Hair Cream

Humidity Resistance  
Flaking Resistance  
Bending Stiffness  
Curl Retention

**RHEOPOL<sup>®</sup> HSP >>>**  
traditional Hair Fixatives

### Swift & Solid Hair Gel

| Ingredients                                      | Parts Per 100         |
|--------------------------------------------------|-----------------------|
| De-ionised Water                                 | q.s. to 100           |
| Acuthix <sup>®</sup> 30                          | 1.5                   |
| Rheopol <sup>®</sup> HSP                         | 9.0                   |
| Glycerin                                         | 1.0                   |
| Phenoxyethanol                                   | 0.5                   |
| Fragrance                                        | 0.3                   |
| Polysorbate 20                                   | 1.5                   |
| Aminomethyl propanol                             | q.s. to pH 6.8 to 7.2 |
| Viscosity: 19000-22000 cP (BF, SP6, RPM20, 25°C) |                       |
| Turbidity < 20 NTU                               |                       |



## Acuthix<sup>®</sup> 30

For Unbelievable combo of  
Structure, Spreadability, Suspension

INCI : **Acrylates/Beheneth-25**

**Methacrylate Crosspolymer**

Optimal Dosage : 1-9% As Supplied

Optimal Performance At pH 6.5-10



Gold standard Rheology modifier for Sulfate free and low surfactant formulations with low/medium viscosity that require superb suspension and brilliant transparency at near neutral pH.

Also recommended for Leave-on products like Gel & Lotion due to its novel rheology that imparts flash spreadability, sharp cutoff, high sag resistance, refreshing & quick-transformative sensory.

### SALIENT FEATURES

- Easy to use liquid form, cold processable
- Excellent High Shear Thinning
- Multifunctional polymer for Rinse off, leave on and wipe off formulations
- **For Cleansers :**
  - Provides Superb transparency and Suspending ability even with Sulfate free Surfactants
  - Luxurious sensory and flow characteristics
- **For Gels :**
  - Brilliant transparency
  - Superb Suspending ability
  - Novel structuring with friction free spreadability
  - Excellent Slump resistance & Vertical cling
- **For Emulsions :**
  - Acts as co-emulsifier, reduces emulsifier level for stable emulsions
  - Rich, smooth, refreshing sensory
  - Able to homogenise insoluble ingredients like Silicones and suspend hydrophobically coated TiO<sub>2</sub>, mica.

### USE

- |                |             |               |
|----------------|-------------|---------------|
| • Shower gel   | • Face wash | • Skin care   |
| • Moisturizers | • Suncare   | • Shaving gel |
| • Hair styling | • Haircare  | • Shampoo     |

Elite Rheology modifier for Sophisticated emulsions & Color Cosmetics with high pigment levels and premium sensory.

Acuthix EC is an alkali-swellable rheology modifier for skin care, sun care, and color cosmetic applications containing pigments. It offers superb rheology and suspension in sophisticated formulations containing high levels of coated and uncoated pigments or particles.

## Acuthix<sup>®</sup> EC

For Sophisticated Emulsions & High-end Color Cosmetics

INCI : **Acrylates Copolymer**

Optimal Dosage : 1-6% As Supplied

Optimal Performance At pH 6.5-10  
(Best at pH 7-9)



### SALIENT FEATURES

- Easy to use liquid
- Cold processable
- Strong stabilization of insoluble ingredients like Silicones, UV filters, Pigments & oils even at low viscosity
- Extra-ordinary high pigment loading capacity
- Acts as co-emulsifier
  1. Reduction in level of emulsifiers
  2. Superb emulsion stabilization & suspension above pH 6.5
- Sensory : Soft, Pleasant
- Spreadability : Excellent
- Improved TiO<sub>2</sub> pigment distribution in emulsions leading to superior coverage & better aesthetics



- Sunscreen formulations
- Face care products
- Anti wrinkle/ageing products

- Color Cosmetics
- Body Lotions, Creams, Gels
- Men care-After Shave



Elite rheology modifier for surfactant based formulations with Rich sensory, flow, transparency and suspension at moderately acidic pH (4 to 6).

## Rheopol® Rich

For Surfactant formulations at  
Skin-friendly pH

INCI : **Acrylates Copolymer**

Optimal Dosage : 5-10% As Supplied



- Rheopol® Rich is an Acrylates Crosspolymer, liquid rheology modifier for high clarity surfactant cleansing formulations at moderately low pH (4 to 6) with ultra smooth flow, viscosity build & suspending of attractive insoluble ingredients like colorful beads & pearlescent agents, and functional ingredients like exfoliating scrubs and various oils.
- Enables formulations with food grade preservatives like Sodium Benzoate
- Enables formulations at skin-friendly physiological pH & 'preservative free' claims in transparent cleansing formulations.

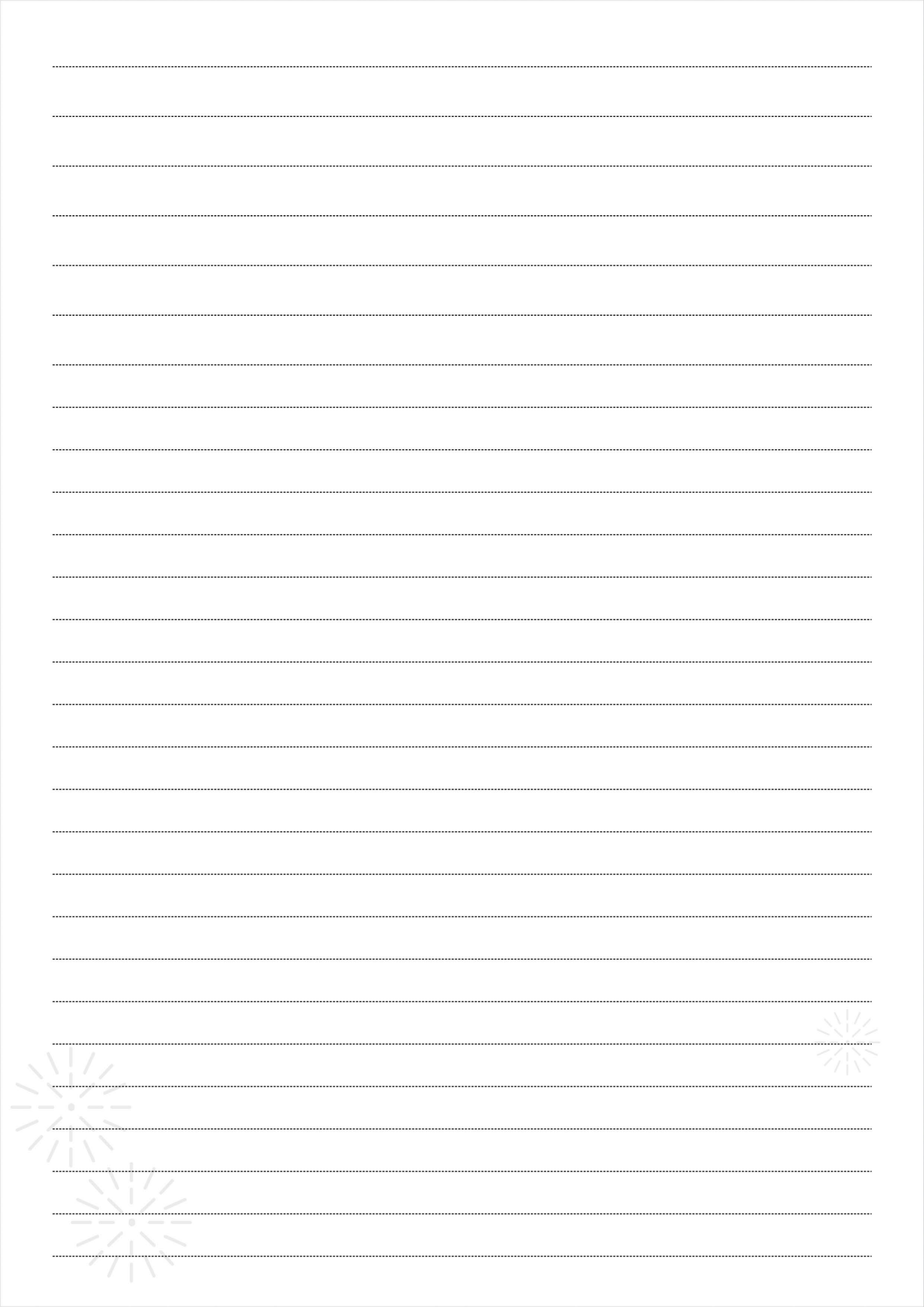
### SALIENT FEATURES

- High Shear-Thinning (better than almost all competitors)
- Easy-to-use liquid form, cold processable
- Ultra-smooth flow with Rich sensory
- Enhances Pearlization
- Brilliant transparency in low pH formulations
- Compatible with almost all commercial anionic, non ionic and zwitterionic surfactants
- Enables cleansing formulations having AHA, BHA and other acids
- Allows formulations with natural/food grade preservatives
- Excellent Suspending ability that enables aesthetically and functionally superior formulations

### USE

- Body wash
- Shampoo
- Hand soaps
- Facial cleansers
- Intimate cleansers
- Mild cleansers
- Conditioner
- Anti-aging products
- Wipes

| Products Specification | Rheopol® Rich                |
|------------------------|------------------------------|
| Sensory/Texture        | Better than market benchmark |
| Visual features        | Better than market benchmark |
| Viscosity potency      | Better than market benchmark |



## Shaping Sensory, Stability and Style



**SILVANO**

SCAN FOR  
MORE DETAILS



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