



Personal Care Ingredients

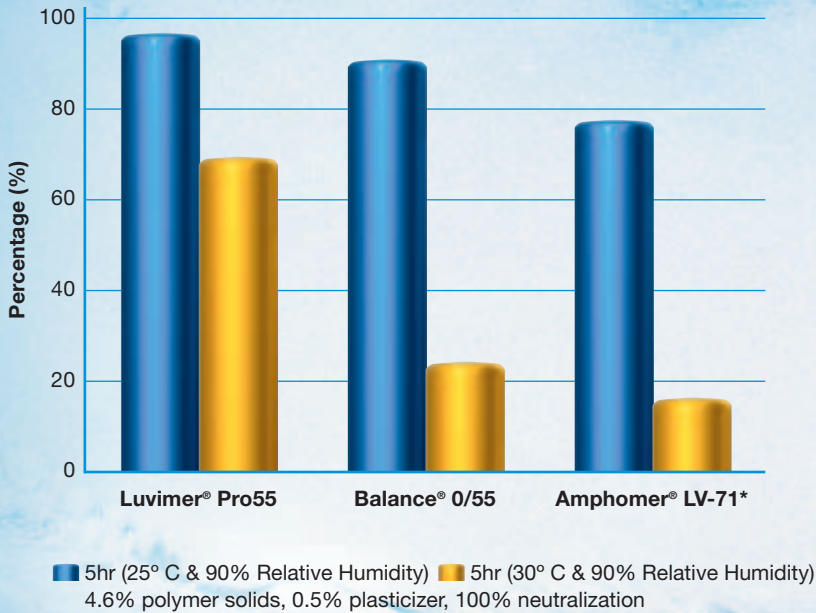
Luvimer® Pro55 –

For 55 %-VOC formulations

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Curl Retention: High Humidity Polymer Comparison

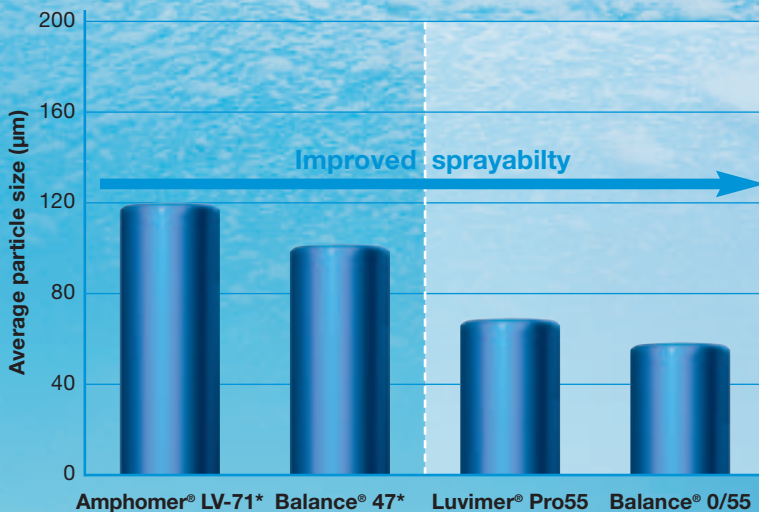


Luvimer® Pro55 is our new acrylate-based, low-viscosity, water-compatible styling polymer created especially for producing 55 %-VOC formulations. It provides long-lasting hold and outstanding curl retention in combination with excellent sprayability and can be used for volumizing, styling, or finishing sprays. When neutralized, Luvimer® Pro55 is an easy-to-use, low odor liquid that produces clear and colorless 55 %-VOC formulations. Create new formulations or replace the alcohol in your existing hair sprays with water.

Luvimer® Pro55 – the solution for 55 %-VOC formulations with excellent properties for both aerosol sprays and non-aerosol products.

For formulations containing more than 55 % VOC, we recommend our well-known high-performance Luvimer® 100 P.

Particle Size Distribution Luvimer® Pro55 vs. competitive low VOC acrylates-based copolymers*

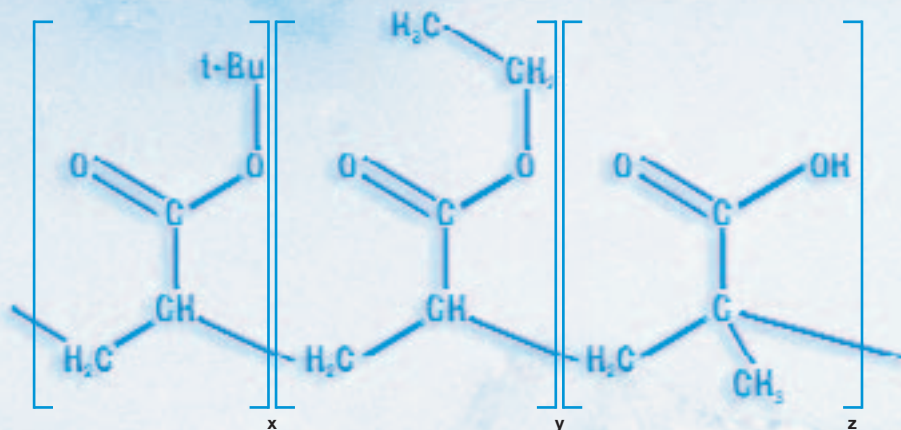


(5% solids; 40% water; 15% ethanol; 40% DME; 100% neutr. AMP)
valve/actuator: Precision 4358/1

*Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

Product Benefits

- Good stiffness
- Excellent long-lasting hold and curl retention, even at high relative humidity
- Superb sprayability up to 7% solid content
- Nearly odorless
- No beading and less flaking before/after combing
- Colorless formulations
- Good combability and wash-out properties
- Easy-to-use liquid



Terpolymer of t-butyl acrylate, ethyl acrylate and methacrylic acid
INCI Name: Acrylates Copolymer

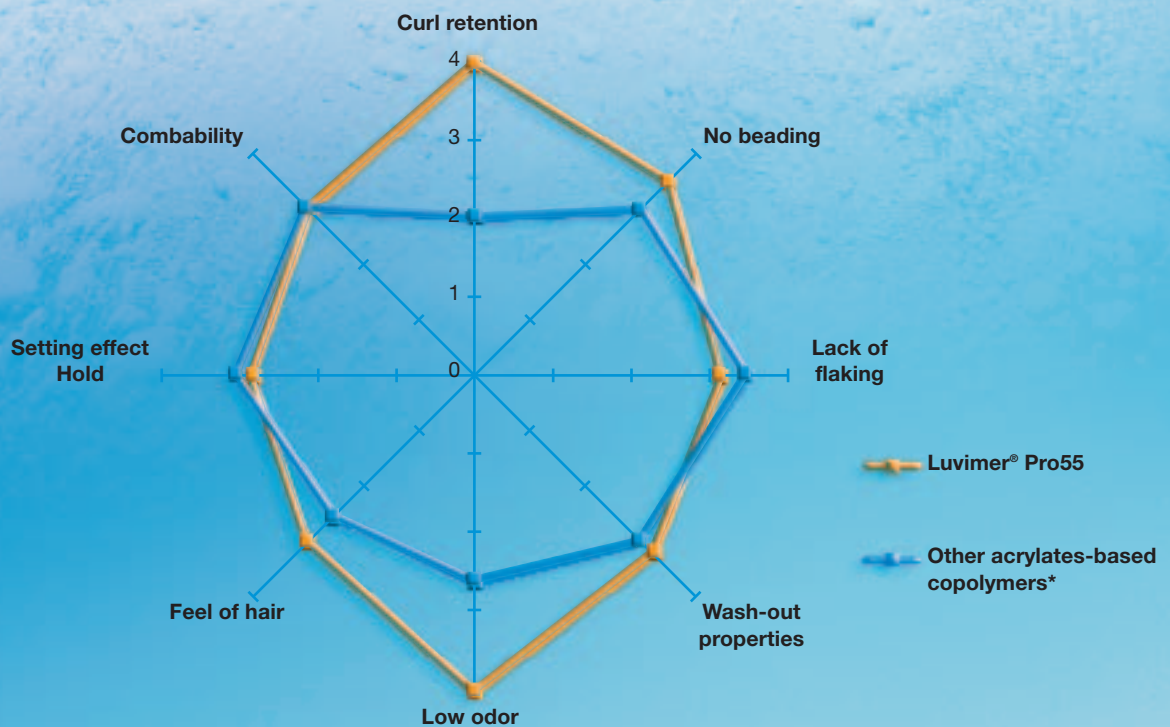
Luvimer® Pro55 Specifications	
Solids %	35.0–39.0
K-Value	34.0–40.0
Acid Value	45–60
t-Butyl Acrylate	< 100 ppm
Ethyl Acrylate	< 10 ppm
Methacrylic acid	< 50 ppm

Appearance and Properties

- Sold as a milky, white dispersion
- Supplied in its un-neutralized form
- Dispersion has a very low odor
- Stable to freeze-thaw cycles
- Clear and colorless in a 55% VOC hydroalcoholic solution

VOC 55 Performance Comparison

Luvimer® Pro55 vs. other acrylates-based copolymers*



Personal Care Ingredients

Our assortment of personal care ingredients includes UV filters, active ingredients, cosmetic polymers, surfactants and effect pigments. With this range of high quality products, we are the partner of choice of the personal care industry in the areas of hair care, skin and sun care, oral care, shampoos and conditioners, and color cosmetics.

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