

BULLETIN VC-5756

styleze™ w polymer series

multifunctional polymer providing styling, conditioning, and thermal protection benefits

<p>formulator benefits</p> <ul style="list-style-type: none"> ○ good surfactant compatibility ○ cold processable ○ exhibits foaming properties, enabling formulation of surfactant- free mousse formulations ○ compatible with cationic and non-ionic rheology modifiers 	<p>formulation benefits</p> <ul style="list-style-type: none"> ○ excellent humidity resistance ○ provides firm, yet flexible hold with a low tack profile ○ protects from the damaging effects of thermal treatments ○ delivers conditioning benefits from styling products, treatments, and rinse-off applications ○ provides volume enhancement from styling products
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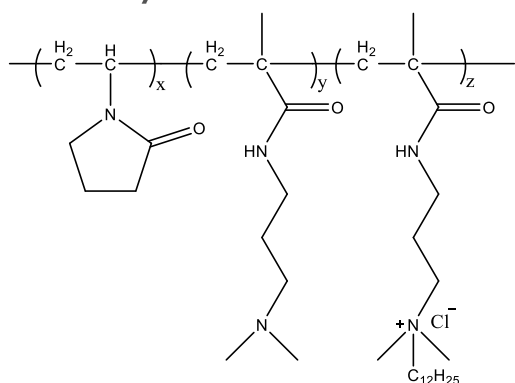
applications

aerosol and non-aerosol mousses, gels, conditioning rinses, leave-in treatments, non-aerosol sprays

product forms serums, emulsions, gels

formulations from Ashland mousses, gels, detangling spray, shampoos, conditioners, treatments

chemistry



INCI name: Polyquaternium-55

typical properties

Styleze™ W-20 polymer	Styleze™ W-17 polymer
<u>appearance</u> : translucent viscous solution <u>viscosity*</u> : 40,000-100,000 cP <u>pH</u> : 3.5-5.0 (as supplied) <u>solids</u> : 20 % in water <u>preserved with</u> : LiquaPar™ Optima preservative, and Disodium EDTA	<u>appearance</u> : translucent viscous solution <u>viscosity*</u> : cps 10,000-35,000 cP <u>pH</u> : 3.5-5.0 (as supplied) <u>solids</u> : 17 % in water <u>preserved with</u> : Optiphen™ preservative

*brookfield, as supplied @25 °C, RV, spindle #7, 20RPM

formulation guidelines

recommended use levels (based on % actives)	non-aerosol sprays: 0.5-1 wt% non-aerosol foams: 0.2 -0.5 wt% aerosol mousse and styling gels: 0.25-2.0 wt% shampoos and conditioners: 0.25-1.0 wt%
temperature/mixing conditions	cold processable, water soluble
when to add	add before surfactants for ease of mixing
tips from our technical solvers	<p>Limited compatibility with strongly charged anionic gelling agents such as carbomer, therefore when making gels a nonionic or cationic gelling agent is recommended.</p> <p>To formulate non-aerosol sprays, styleze™ polymers must be used in conjunction with an anionic thickener (e.g, ultrathix™ p-100 polymer). This enables the formation of a sprayable polyelectrolyte complex.</p>

safety, handling, and storage

It is recommended to store Styleze™ W polymer series in a tightly closed container with a minimum amount of head space to prevent skinning on the surface of the polymer.

Additional information concerning safety, handling and storage is supplied in the safety data sheet, which can be made available upon request. Such information includes:

- classification and labelling information
- protective measures for storage and handling

A toxicology summary can also be made available, on a confidential basis, by contacting your local Ashland representative.

regulatory

CAS number: 306769-73-3

IECIC listed

Other regulatory information can be made available on request.