



BULLETIN VC-938

## aquastyle™ 300 N polymer series

Aquastyle 300 N polymer is a multifunctional fixative and styling polymer designed primarily for use in styling gels and creams. It is a film former that creates extreme styles with resistant hold. It can be applied to wet or dry hair to create extreme styling effects with good hold and an initial stiffness. It delivers a brilliant shine and frizz control on hair.

### formulator benefits

clear-in-hand styling gels with carbomer, and other anionic gellants  
synergistic viscosity with hydrophobically modified gellants  
low odor  
compatible with common gellants: ultrathix™ p-100 polymer, stabilize™ qm polymer, rapithix™ a-60 polymer, rapithix™ a-100 polymer, HEC  
stiff, smooth, hydrophobic films  
can be used with plasticizers while retaining HHCR  
meets low VOC requirements when used below 4% active  
easy to formulate  
cost effectiveness  
requires up to 50% less hydrophobically modified gallant when compared to carbomer

### formulation benefits

enhanced performance can  
create extreme styling effects  
stiff but flexible hold  
film smoothness  
excellent high humidity curl  
retention  
brilliant shine and luster  
reduction and control of frizz

## applications

hair styling

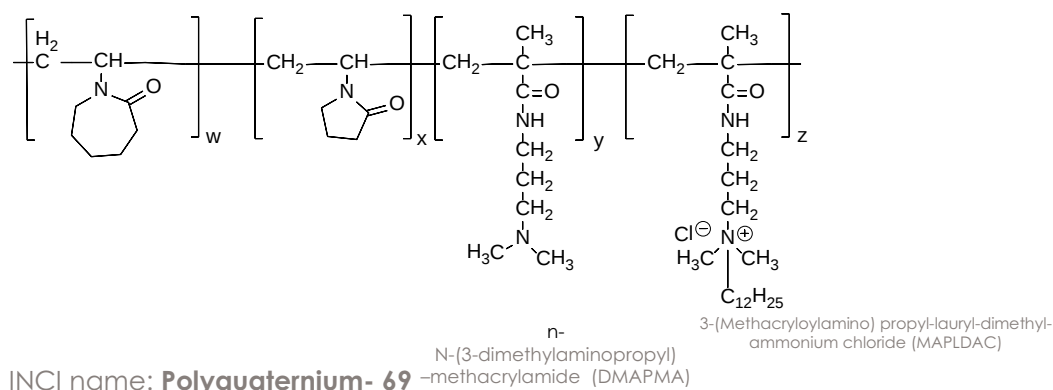
**product forms** cream gels, mousses, combing cream, serums & lotions, styling sprays

**novel textured stylers** pastes, putties, waxes, glues, etc.

**available formulations from Ashland** gels, creams,

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## chemistry



## typical properties

|                                                      |                                         |
|------------------------------------------------------|-----------------------------------------|
| appearance.....                                      | viscous, slightly hazy, yellow solution |
| solid.....                                           | 28-32 %                                 |
| moisture.....                                        | 54-59 %                                 |
| ethanol.....                                         | 12-15 %                                 |
| cloud point of polymer (4% solids aq solution),,,,,, | 46°C                                    |
| Tg.....                                              | 160°C                                   |
| preservative.....                                    | n/a                                     |
| mild characteristic odor                             |                                         |

## formulation guidelines

|                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>recommended use levels</b>          | recommended use levels: 1-5% solids; 1-4% in USA due to VOC restriction in gels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>temperature/mixing conditions</b>   | no neutralization required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>tips from our technical solvers</b> | <p>polymer blends for custom tailored performance, including</p> <ul style="list-style-type: none"> <li>o all nonionic types such as pvp/va w-735</li> <li>o all amphoteric types</li> <li>o all cationic types</li> <li>o low levels of anionic types</li> </ul> <p>formulation additives have minimal impact on performance</p> <p>cloud point:</p> <ul style="list-style-type: none"> <li>o diluted solutions of aquastyle™ 300 N styling polymer grades have a cloud point of 46°C</li> <li>o cationic surfactants can raise the cloud point of formulations</li> </ul> <p>for 2% VOC styling formulations, maximum use level of aquastyle 300 styling polymer is 4% solids</p> <p>typically add neutralizer to gellant prior to addition of aquastyle 300 N styling polymer</p> |

## **safety, handling, and storage**

It is recommended to store in a tightly closed container.

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

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

A toxicology summary can also be made available, on a confidential basis, by contacting Ashland's toxicology department.

## **regulatory**

CAS No. for aquastyle™ 300 N: 748809-452

Other regulatory information can be made available on request.