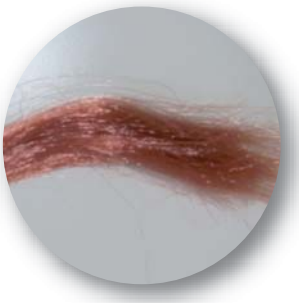
ExpertGel®

Hair styling applications

ExpertGel's innovative technology has a wide variety of uses, but one of its most interesting is in hair styling applications. ExpertGel's unique response to the application of temperature allows it to impart long lasting styling effects without the need for harsh thermal treatments. ExpertGel's flexible chemistry makes it ideal for use in almost any type of hair care product, including shampoo, styling gels, and conditioners.



before
ExpertGel®

after
ExpertGel® + heat

Properties

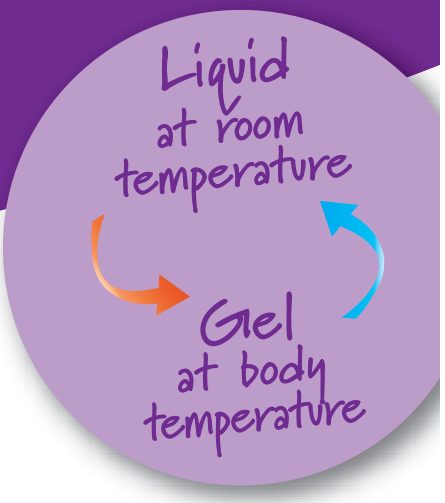
- Highly water soluble.
- Semi-crystalline polymer.
- Good film-forming polymer.

Benefits

- Compatible with a wide variety of additives commonly used in hair care products.
- Response temperature can be tailored to specific applications.
- Imparts a soft touch and a silky sheen to hair.

ExpertGel®

Skin care applications

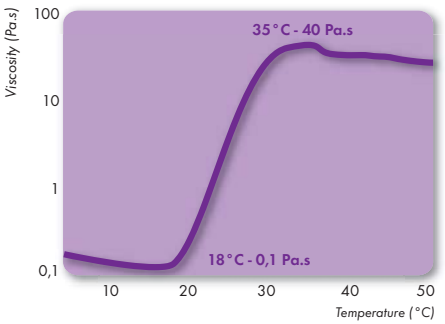


ExpertGel® products are capable of a reversible change in their physical state in response to external temperature. When diluted in water, they behave as liquids at room temperature, then become gels when exposed to higher temperatures. ExpertGel® EG56 and EG230 are specially designed for use in skin care formulations.

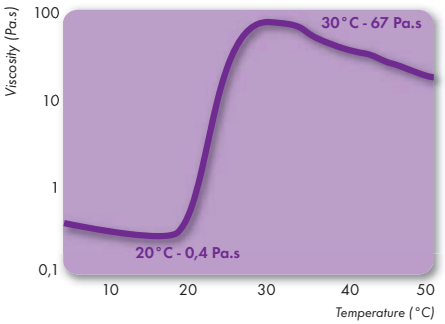
liquid at room temperature

gel at body temperature

Suncare: simple emulsion with ExpertGel®



Body Lotion: double emulsion with ExpertGel®



Applications

- **Smart thickening agent:** liquid in the package, but becomes gel when exposed to the body's heat.
- **Viscosity controller:** when added to regular solutions in the correct formulation, ExpertGel® can compensate for the loss of viscosity with increasing temperature.
- **Homogeneous layer deposition:** ExpertGel® formulations gel in contact with the skin and prevent streaking.
- **Tactile sensory enhancer:** the gelling effect of ExpertGel® in formulations is readily noticed by the consumer - it imparts an "active" sensory effect.