

# Aculyn™ 88

-more than just a thickener!

**NEW!**  
Provides  
honey-smooth  
texture



Sun Care

**Suspension, thickening efficiency, smooth flow and clarity for Personal Care**



Hair Care

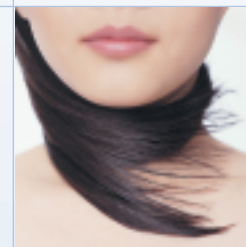


Skin Care

## APPLICATIONS

### Hair gels

Aculyn™ 88 enhances the performance of Hair Fixatives in hair gels by acting as a film forming and rheology modifying agent. Aculyn™ 88 can be used in combination with Acudyne™ 180, Acudyne™ DHR, or PVP to prepare crystal clear hair gels. The gels have a unique honey-smooth texture, allowing for even spreading and pleasant feel.



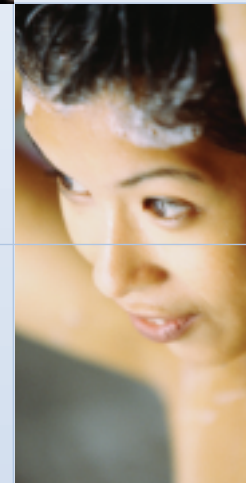
### Body Washes, Shampoos and Facial Cleansers

Aculyn™ 88 delivers efficient thickening and suspension of particles, silicones and pearlizing agents. It can be used in formulations across a wide pH range while providing excellent clarity and stability. The shear thinning nature of these formulations allows for distinctive rich flow or pump applications, with short, non-stringy rheology.



### Clear soap based body washes/cleansing products

Aculyn™ 88 is unique in delivering a honey-smooth texture, clarity and suspension to soap based cleansing products.



## FEATURES

- Shear thinning rheology
- Very efficient at building viscosity
- Excellent surfactant and solvent compatibility
- Synergy with Laponite® Clay for enhanced suspension in high surfactant systems

## BENEFITS

- Imparts honey-smooth texture, spreading and flow to personal care formulations
- Enables suspension of particles, silicones, pearlizing agents, air bubbles
- Excellent clarity
- Effective at pH 4-12, depending on formulation
- Film former
- Polymeric emulsifier

Rohm and Haas   
**PERSONAL CARE**  
The Ingredients of Creativity



[www.rhpersonalcare.com](http://www.rhpersonalcare.com)

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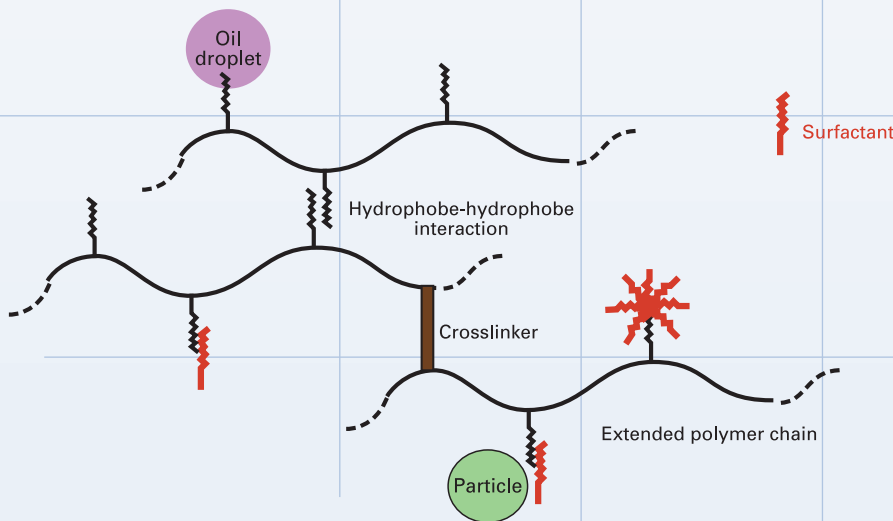


## DESCRIPTION

- INCI Name – Acrylates / Steareth-20 Methacrylate Crosspolymer (proposed)
- Use Level – Generally 0.5% to 2.0% solids
- Crosslinked Hydrophobically Modified Alkali Swellable Emulsion (HASE)
- Supplied as a 29% solids, pH 3.8, milky white emulsion in water
- Easy-to-use liquid. Thickens instantly upon neutralization.

## TECHNOLOGY

### Crosslinked Associative Rheology Modifier



Structure build by:

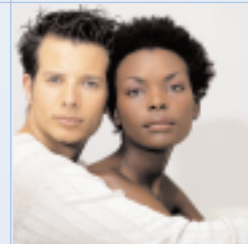
1. Polymer chain entanglement
2. Association of hydrophobic groups with surfactants, fatty materials, oils, particles, or other hydrophobic groups

Crosslinked polymer chains allow for efficient build of low shear viscosity (enables suspension).

## REGULATORY

ACULYN™ 88 is safe and appropriate for use in a broad range of rinse-off and leave-on personal care applications.

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