

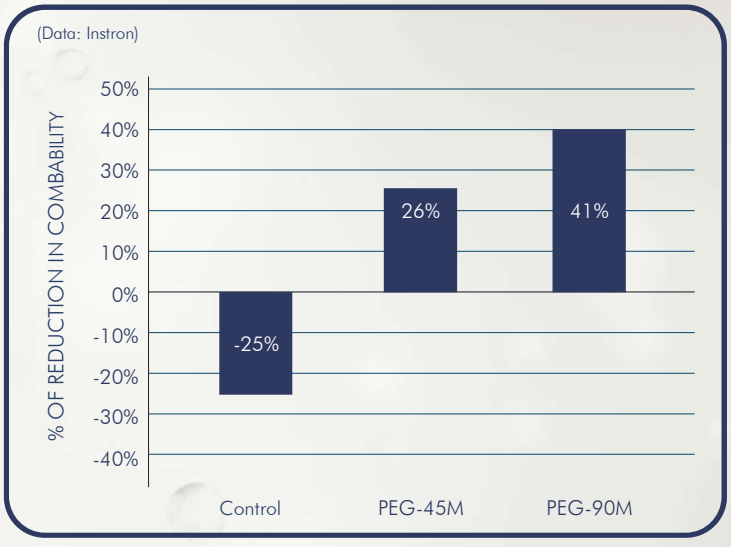
POLÍMERO W25

Polímero W25 (PEG-90M) is a hydro-soluble resin with excellent sliding properties and mega differentiated sensory. Ideal for applications in post-shampoos: conditioners, masks and combing creams.

Application in Leave-on Conditioner:
Wet Combability



Sliding & Lubricating Properties



Average: 3 Strands. Hair chemically processed.
Comb 3 times each strand.

Polímero W-25 imparts lightness, combability and sliding
Polímero W-25 does not present "build up". Smooth and non-irritating product.

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POLIMERO W-25 SPE

INCI name[1]	CAS number[1]	EINECS number[1]
PEG-90M	25322-68-3	---
Aqua	7732-18-5	231-791-2
Phenoxyethanol	122-99-6	204-589-7

(1) Reference: (http://ec.europa.eu/consumers/cosmetics/cosing/index.cfm?fuseaction=search.simple), CosIng, Europe

INCI name[2]	CAS number[2]	EINECS number[2]
PEG-90M	25322-68-3	---
Water	7732-18-5	231-791-2
Phenoxyethanol	122-99-6	204-589-7

(2) Reference: Personal Care Products Council. Available at: http://webdictionary.personalcarecouncil.org/jsp/Home.jsp, USA.

Preservatives: iodopropynyl butylcarbamate (in PEG solution) and phenoxyethanol.

SPECIFICATION

Appearance (25ºC)	: Opalescent liquid
Color	: White to slightly yellowish
% Solids	: 2.0 – 3.0 %
pH 100% (25ºC)	: 7.0 – 9.0

PROPERTIES AND APPLICATION

The POLIMERO W-25 SPE is a non-ionic water soluble resin that acts as a lubricating agent and a foam stabilizer in surfactant preparations, highly substantive to skin and hair. The properties that the POLIMERO W-25 SPE may add to the final product depend on the concentration used. Usually, percentages between 4 and 10% provide excellent moisturizing and sensorial benefits.

The main properties of the POLIMERO W-25 SPE are:

- It provides a smooth and silky touch.
- Favors the formation of a film.
- Has pseudoplastic characteristics.
- It provides an effective thickening. When used in aqueous solutions, creates a viscoelastic behavior.
- It confers a high degree of lubricity.
- It has substantivity to skin and hair, with a wet touch.
- Reduces evaporation.

The POLIMERO W-25 SPE is a non-ionic polyethylene glycol polymer that favors bottle filling operations, since it increases the fluidity of liquids and facilitates the sliding of bar soaps by an increase in lubricity.
Due to its non-ionic characteristic, the POLIMERO W-25 SPE is compatible with a wide range of components and can be associated to other anionic compounds.

APPLICATION

- **Shampoos**

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With the addition of the POLIMERO W-25 SPE, shampoos exhibit dense and abundant foam, providing excellent lubricity for the hair, as well as superior shine.

- **Conditioners, Masks and Finishers**

These products become creamier, leaving the hair silkier. The POLIMERO W-25 SPE provides improved combing and flexibility, leaving the hair soft, silky and shiny. It also protects the hair, since it forms a film that envelops strands.

- **Liquid and Bar Soaps**

Acting as a lubricant and smoothing ingredient, the POLIMERO W-25 SPE provides a silky and soft touch to liquid soaps or bars and, most importantly, transferring this touch to the skin. In liquid soaps, it improves thickening, foam creaminess and provides a unique sensorial.

- **Alcoholic Massage Products**

Reduces the friction of alcoholic products used in massages, reducing friction and easing their application without causing irritation. The POLIMERO W-25 SPE also slows alcohol evaporation, prolonging the soothing stimulus.

- **Lotions and Creams**

Confers a satin touch when applied to dry skin, providing a pleasant feeling.

- **Shaving Products**

The thickening, film-forming, emollient and lubricant properties of the POLIMERO W-25 SPE enhance the effectiveness of shaving or pre-shaving creams, helping them to produce rich, creamy foam. The POLIMERO W-25 SPE forms a lubricating film which causes the blades to slide smoothly on the skin, without causing irritation, enabling a smooth and pleasant shaving.

SUGGESTED DOSAGE

The recommended use is from 4.0 to 10.0%.

STORAGE

The POLIMERO W-25 SPE should be stored in a covered, dry area, away from light, at room temperature and in its original packaging hermetically sealed.

SHELF LIFE

Twenty four (24) months from manufacturing date.

REFERENCES

1) Site CosIng, Europe (http://ec.europa.eu/consumers/cosmetics/cosing/index.cfm?fuseaction=search.simple)
2) Personal Care Products Council; *Online International Cosmetic Ingredient Dictionary & Handbook (wINCI)*; Copyright© 2008 Personal Care Products Council. Available at: <http://webdictionary.personalcarecouncil.org/jsp/Home.jsp>, USA. Accessed in: Nov 04, 2021.

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