



Health & Beauty Solutions

RHEOLOGY MODIFIERS OVERVIEW

Whether a product is light and creamy or smooth and elegant is a combination of many factors – but primarily the result of the rheological characteristics of the formulation. Thus, while many rheology systems don't always impact the function of the product, they strongly define the perceptual benefit of a product.

AMCOL Health and Beauty Solutions applies proprietary rheology technology to enhance the FEEL and the FUNCTION of personal care products. Through a combination of advanced purification processes, mineral selection, and formulary and surface modification, we create a unique range of products designed to enhance the stability and improve the efficacy of cosmetic, personal care, and pharmaceutical applications.

HBS PRODUCTS

Polargel®	Highly-Purified White Bentonites & Functional Hydrogels
Magnabrite®	Magnesium Aluminum Silicates
Volclay®	Sodium & Calcium Bentonites

POLARGEL® (PURIFIED BENTONITES)

Highly-purified white sodium bentonites with fine texture and brilliant white color.

Polargel UV Hydrogel

APPLICATION: New family of hydrogels formulated to enhance the SPF of personal care products. Based on all natural ingredients, Polargel UV helps improve the dispersion and stability of personal care products while SIGNIFICANTLY boosting the SPF of sunscreen actives. Available in both standard and custom formulations. Patent applied for.

Polargel NF Hydroclassified Powder USP/NF Purified Bentonite

APPLICATION: Polargel NF is specially formulated for cosmetic and personal care formulations. This specialty white montmorillonite exhibits moderate viscosity, excellent body and a fine, creamy texture. Polargel NF is commonly used to retard settling and impart body in many water-based formulations.

Polargel T Hydroclassified Powder Technical White Bentonite

APPLICATION: Multipurpose white montmorillonite used as a suspending agent, viscosifier, binder and stabilizer.

Polargel HV Hydroclassified Powder USP/NF Bentonite

APPLICATION: Polargel HV is a high-viscosity white montmorillonite-based multipurpose Polargel NF product, used as a binder, suspension agent, thickener and stabilizer. Used for cosmetics and personal care formulations when low solids and bright white color are desired.

Polargel IVP Hydroclassified Powder INCI PVP Montmorillonite

APPLICATION: This versatile product is designed to build viscosity in water, polar solvents and acidic or alkaline compounds. Developed to maintain stability and promote compatibility of organic and inorganic compounds. (Patented: Intercalated Clay Technology)

MAGNABRITE® (MAGNESIUM ALUMINUM SILICATES)**Highly purified, used for ease of dispersion, high viscosity, excellent stability and rheology.****Magnabrite S Hydroclassified Flake USP/NF MAS Type IA**

APPLICATION: Magnabrite S is used in a broad range of applications: cosmetics, personal care, pharmaceuticals and household products. Typically used when medium viscosity, high brightness and ease of dispersion are essential.

Magnabrite F Hydroclassified Powder USP/NF MAS Type IB

APPLICATION: Magnabrite F is especially useful when dry incorporation is essential for preparations. For disintegrating, suspending and binding. Widely used in pharmaceutical ointments and pastes; typically used in tablets to blend powders or in cosmetic applications that require pressed powders, such as eye shadow or mascara.

Magnabrite K Hydroclassified Flake USP/NF MAS Type IIA

APPLICATION: Magnabrite K was developed for low-acid demand and high-acid compatibility. Used in personal care, cosmetic and pharmaceutical acid suspensions where low pH flocculation is undesirable. Typically used in shampoos, skin care creams and lotions, hair conditioners and brush-on hair color.

Magnabrite HV Hydroclassified Flake USP/NF MAS Type IC

APPLICATION: Magnabrite HV delivers high viscosity at low solids. Used in cosmetic creams, pharmaceutical suspensions and personal care products. Exhibits excellent emulsification and thickening abilities. Typically used in antiperspirants, acne treatments, oral suspensions and veterinary suspensions.

Magnabrite HS Hydroclassified Flake USP/NF Purified Bentonite

APPLICATION: Magnabrite HS was developed for cosmetic and pharmaceutical formulations where maximum electrolyte stability is required. Typically used in antacids, oral suspensions, hydrocortisone creams, pearlescent shampoos and analgesic creams.

Magnabrite T Hydroclassified Flake Technical MAS

APPLICATION: Magnabrite T is a technical grade that is most economical and useful in household, ceramics and industrial specialty applications.

Magnabrite Ultra Hydroclassified Powder Purified MAS

APPLICATION: Magnabrite Ultra is used in a wide variety of personal care applications where brightness is of concern.

VOLCLAY® (SODIUM BENTONITES)**Gray and cream-colored montmorillonites for use as suspension agents, viscosifiers, gellants and binders.****Volclay NF-BC Air Floated Powder USP/NF Sodium Bentonite**

APPLICATION: Used in cosmetic, pharmaceutical, and personal care formulations as a suspension agent where color is not critical.

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