

# Suspending and Stabilizing Agent



## Product Bulletin

### EMUL 34U

#### INCI Name

ACRYLATES COPOLYMER

#### Description

EMUL34U is an excellent rheology modifier, alkali-swellable anionic acrylic polymer emulsion, lightly crosslinked. It's easy to handle due to water-soluble and low-viscosity.

#### Specification

Parameter	Value
Appearance	Milky emulsion
pH value	2.1-3.8
Viscosity (25°C, 1%soln, mPa·s)	4000-8000
Solid content(%)	35.0 ± 1.0

These values indicate typical specification, they are not intended to be used as product specifications.

#### Properties

- Non associating rheology modifier
- Excellent at suspending silicone, zinc pyrithione, powder and other insoluble ingredient in shampoo.
- Provide stabilizing, thickening and co-emulsifying functions.
- Applicable for transparent system.

#### Applications

- Pearly shampoo, pearly body wash and other cleansers
- Conditioning products with big particle size or high molecular weight ingredients such as: conditioning shampoo, anti-dandruff shampoo, Moisturizing body wash

- Foundation cream / lotion
- Sunscreen cream / lotion
- Formula with Alcohol, Glycol, Isopropanol, Propylene Glycol and Glycerol
- Hair dye

#### Formula Guidelines

The minimum recommended use level of EMUL34U polymer in surfactant-based products is 5.0% as supplied (1.5% active). The polymer use level depends on the amount of surfactant and assumes use of salt for additional thickening. For clear formulations containing no salt and low surfactant actives, typical polymer use levels are 8-10% as supplied (2.4-3.0% active).

In most situations, EMUL34U polymer can be added to the free water of a formulation with gentle mixing at the start of the batching process. At this point, the pH will be about 3, resulting in very low viscosity. Upon addition of a base, the polymer will be neutralized, resulting in immediate increase in suspending properties and viscosity.

#### Storage & Handling

**Standard Packing:** 200kg/drum

**Storage:** Keep in cool, Dry, Ventilated and Lightless Place.

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