

Nouryon

BALANCE[®] RCFg

Maximum styling versatility for today's styling products

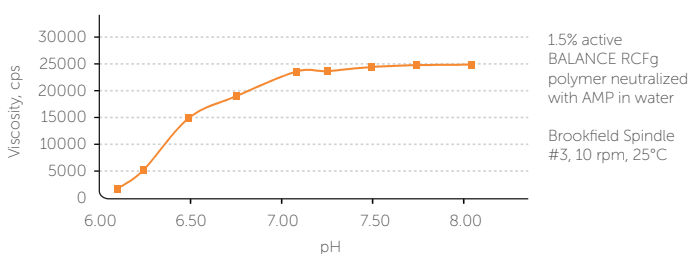
BALANCE RCFg (INCI: Acrylates Copolymer) is a multifunctional polymer, providing long-lasting hair fixative properties with unique rheology modification.

Based on alkali swellable acrylic technology, BALANCE RCFg polymer is specially designed to make crystal-clear hair gels. This unique polymer functions as both a fixative and a rheology modifier, allowing the formulator to replace two ingredients with one. BALANCE RCFg polymer features unsurpassed formulating versatility: it can be used alone, with Carbomer and with other fixative polymers and rheology modifiers to achieve a wide range of textures and rheological properties.

BALANCE RCFg polymer provides multifunctional performance benefits including:

- Superior hold and humidity resistance compared to traditional gel polymers
- Rheology modification/thickening and film formation with a single ingredient
- Robust compatibility with Carbomer
- Crystal-clear, high performance gels and styling formulas
- Cost-effective performance at low use levels
- Ease of use
- Wide formulating latitude

Viscosity vs. pH



Maximum viscosity can be achieved at the pH 7-8 range.

On-hair subjective properties vs. PVP K-90 / carbomer systems

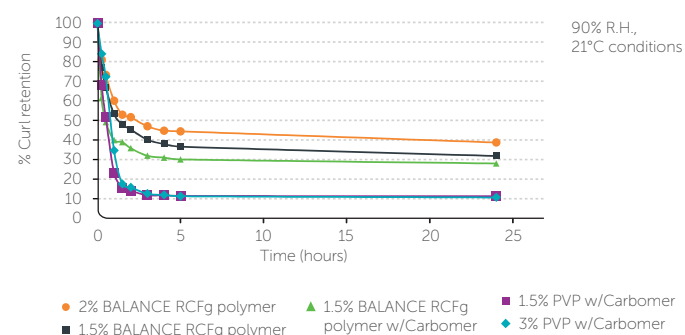
Control	Gloss	Stiffness	Dry comb	Anti-static	Flake	Dry feel
PVP K-90 (1.5%)	NSD	+	+	NSD	NSD	NSD
PVP K-90 (3.0%)	NSD	NSD	+	+	+	+

BALANCE RCFg polymer (1.5% active) vs. 1.5% active PVP K-90 and 3.0% active PVP K-90 gels; 0.3% Carbomer used for each gel

Formulators can use 50% less BALANCE RCFg polymer than PVP K-90 to generate similar stiffness with improved on-hair sensory properties:

- Easier dry combing
- Less on-hair flaking

High humidity curl retention BALANCE RCFg polymer gels



After 24 hours, all of the gels containing BALANCE RCFg polymer have superior high humidity curl retention compared to both PVP K-90 gel formulations.



Get performance without compromise.

BALANCE RCFg polymer provides the high performance and consumer-perceptible benefits that today's styling products demand while meeting the formulator's desire for high-value, versatile ingredients. Explore the styling product possibilities that await you with BALANCE RCFg polymer from Nouryon.

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About Nouryon

We are a global specialty chemicals leader. Markets worldwide rely on our essential chemistry in the manufacture of everyday products such as paper, plastics, building materials, food, pharmaceuticals, and personal care items. Building on our nearly 400-year history, the dedication of our 10,000 employees, and our shared commitment to business growth, strong financial performance, safety, sustainability, and innovation, we have established a world-class business and built strong partnerships with our customers. We operate in over 80 countries around the world and our portfolio of industry-leading brands includes Eka, Dissolvine, Trigonox, and Berol.

For more information visit surfacechemistry.nouryon.com

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