

Updated: 27-Oct-2021

## GelMaker® Style

### Specification Sheet

**Description:** Tailor-made thickening polymer for styling products based on Hydrophobic Alkali Swellable Emulsion (HASE) technology. Active matter 30%, acid value of 85-105mg KOH/g.

**CAS:** 7732-18-5, 140-88-5

**INCI Name:** Acrylates C10-30 alkyl methacrylate copolymer

**Benefits:**

- Non-emulsifying thickener, forms clear and smooth gels
- Adds viscosity to shampoos and body washes
- Easy to handle since it is liquid and can be processed cold
- Provides long lasting hold with no flaking compared to other styling polymers
- Extremely low tack
- Performance is optimized when used in combination with standard styling polymers such as PVP

**Use:** Combine with water or add to aqueous phase of formulas. Typical use level is 0.5-2%. Gels form at pH to 5-7, adjust with triethanolamine. For external use only.

**Applications:** Styling gels, spray gels, styling creams, shampoos, conditioners, body washes.

**Country of Origin:** Germany

**Raw material source:** Acrylic acid

**Manufacture:** Acrylates C10-30 alkyl methacrylate copolymer is made by polymerization of sodiumacrylate and sodium acryloyldimethyl monomers.

**Animal Testing:** Not animal tested

**GMO:** GMO-free (does not contain plant-derived components)

**Vegan:** Does not contain animal derived components