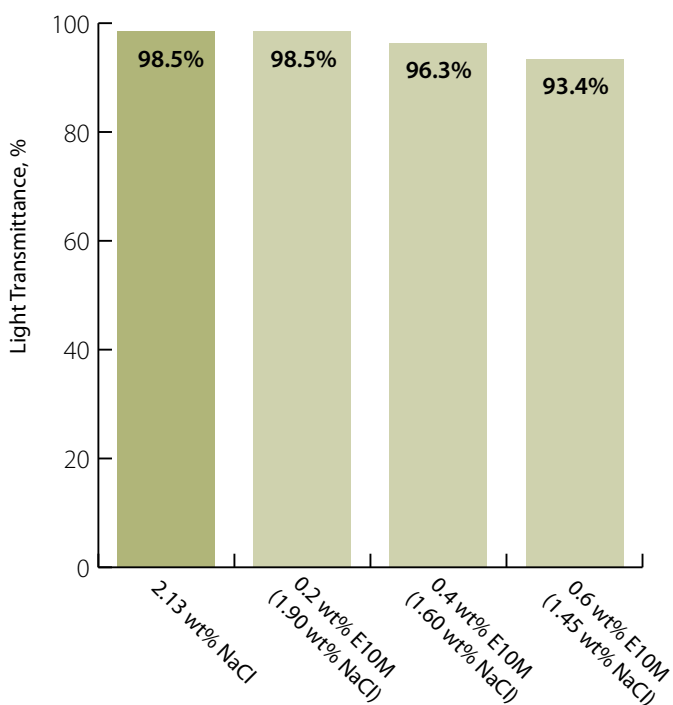


Benecel™ E10M water-soluble, non-ionic cellulose ether for personal care applications

Benecel E10M hydroxypropyl methylcellulose (HPMC) is a high purity, water-soluble, non-ionic cellulose ether designed for use in a broad range of personal care applications such as shampoos, body washes, shower gels and shaving creams. Benecel E10M HPMC functions as a thickener, lather enhancer, lather stabilizer, water-binder, film-former, as well as a co-suspending and co-emulsifying agent. Importantly, Benecel E10M HPMC is produced from cellulose – an abundant and renewable raw material source.

Typical concentration levels in personal care products range from 0.5-3%. Benecel E10M HPMC is compatible with all commonly used surfactants, and will provide optical clarity with all of them.

Impact on Clarity on an SLES/CAPB Surfactant System When Benecel E10M HPMC Is Used (Viscosity held at 6000cps.)



Cost Efficient Thickening and Rheology Control

- Universal compatibility
- Optical clarity in all surfactants with or without the presence of salt
- Slow air bubble coalescence
- Shear thinning delivery
- Dense creamy foams
- Non-tacky skin after-feel
- Viscosity, 2% solution @ 20°C, 7,500 - 14,000cps
- pH 5 - 8
- Loss on drying, < 5%
- OCH₃, 28.0 - 30.0%
- POOH, 7.0 - 12.0%
- Gelation temperature, ~ 58°C

Surfactant Versatility

- SLES
- SLS
- ALES
- ALS
- CAPB
- COCO MEA

Consumers will notice the dense stable foam that Benecel E10M solutions will provide. Water and surfactant solutions of Benecel E10M HPMC will uniquely gel as they are heated. This gelation phenomenon stabilizes the air bubbles that are present in foams and lathers.

When clarity matters the choice is clear...Benecel™ HPMC.

INCI Name: Hydroxypropyl methylcellulose

ASHLAND

With good chemistry great things happen.™

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