



Solutions for performance and consumer appeal



Personal Care

Nouryon



The science that drives your success

Our technologies and expertise deliver the essential functionalities you need to create the finest personal care products.

Solutions and expertise you can count on

At Nouryon, we focus on creating environmentally safe and best-in-class personal care solutions to help formulators set the standard for performance and consumer appeal. To do that, we rely on a skilled team of scientists and technical experts who have the experience and product application know-how to create new solutions and deliver consistent results.

Our range of aesthetic modifiers, conditioning agents, rheology modifiers, film formers, cleansing agents, emulsifiers and active ingredients provide you with easy-to-use solutions for formulating novel and more sustainable products.

Our scientific approach to innovation and best-in-class technologies – including polymers, bio-polymers and surfactants – is the backbone of our ingredient development. We strive to provide innovative solutions that enable formulators to make efficient products that meet market trends with sensorial characteristics and benefits that match consumer expectations.

Your passion for beautiful hair and skin is our inspiration.

From ideas to finished products, Nouryon is committed to bringing science and beauty together to help you achieve your goals.



Essential functionalities, full spectrum portfolio

Our extensive portfolio features high-quality polymers, bio-polymers, and specialty surfactants for a wide range of hair, skin and sun care formulations.



Actives

Our actives provide long-lasting moisturization and enhanced sensory performance in a broad range of personal care formulations. ElfaMoist® AC is a non-tacky humectant for high performing skin care formulations with instant and long-lasting moisturization (30 hours) benefits after a single application. It enables powerful new products in a wide range of applications such as body creams and lotions, facial treatment anti-aging creams, shower and bath, baby lotions and sun care.

Brands

ElfaMoist® AC humectant
HYDROVANCE®
moisturizing agent



Aesthetic Modifiers

Superior form, function and consumer appeal are within reach with Nouryon's offering of native and modified starches for aesthetic enhancement. Our aesthetic modifiers provide excellent oil adsorbency properties and help enhance product aesthetics by reducing the greasiness and tackiness in formulations, while improving slip and lubricity. Create elegant creams, lotions, antiperspirants/deodorants, sun care, color cosmetic products and dry shampoos with these ingredient options that promise unique sensory experiences.

Brands

AMAZE™ NORDIC BARLEY
DRY-FLO® starches
NATRASORB® starches
PURITY™ 21C PURE starch
TAPIOCA PURE starch



Cleansing Agents

Our cleansing agents, such as ELFAN® anionic surfactants, provide safe and gentle, yet effective cleansing while helping to boost foaming in mild shampoos and personal cleansing applications for adults and children alike.

Brands

ELFAN® surfactants



Conditioning Agents

Our mono and di-alkyl quats and polymers work across the spectrum of shampoos and conditioners to improve wet comb, detangling, hair feel and enhance appearance, while our quaternary surfactants offer superior wet and dry combing of hair with excellent sensory properties. We also offer a range of cationic conditioning agents and polyquaternium polymers to help improve wet and dry comb, enhance shine, fight frizz in hair styling applications, as well as options mild enough for use in leave-on skin care products.

Brands

ARMOCARE® surfactants
ARQUAD® surfactants
CELQUAT® polymers



Emulsifiers

Nouryon offers a range of emulsifiers that are effective in both water-in-oil (W/O) and oil-in-water (O/W) emulsion systems across a variety of products applications – from creams, lotions, color cosmetics, deodorants to conditioners, cream rinses and conditioning shampoos. Our polymeric surfactants have high molecular weight, which leads to high efficiency (cost effective), mildness, less dependent on physical variables (salt, electrolytes) and efficient steric stabilization.

Brands

- ELFACOS® emulsifiers
- ELFACOS® ST emulsion stabilizers
- ETHOMEEN® emulsifier
- ETHOMID® surfactant



Film Formers

Our range of polymers have been setting the standard for film-forming performance in hair and skin care formulations for over 40 years. In styling applications, highly efficient and effective film-forming polymers enable formulators to create a variety of performance properties across many product formats including hair sprays, gels, mousses and styling aids. In skin care applications, our film-forming polymers serve as enabling technologies when formulating sunscreen products for long wear, water resistance and consumer preferred aesthetic properties.

Brands

- AMPHOMER® polymers
- AMAZE™ polymers
- BALANCE® polymers
- BIOSTYLE® polymers
- CELQUAT® polymers
- DERMACRYL® polymers
- DYNAMX® polymers
- FLEXAN® II polymer
- RESYN™ polymers
- SolAmaze™ polymer
- YODOSOL® polymer



Rheology Modifiers

Rheology modifiers are essential ingredients to define product form and function. They affect the flow and feel of a product, determine application properties, and enable the creation of products with consumer preferred textures and visual appeal. Nouryon provides a variety of synthetic and naturally derived polymers and surfactant thickeners to help formulators achieve desired and unique textures when developing the finest personal care products.

Brands

- AMAZE™ XT polymer
- BALANCE® RCFg polymer
- ELFACOS® GT 282S nonionic copolymer
- STRUCTURE® starches and polymers

Performance you can trust for protection consumers can count on





Solutions delivering performance and consumer appeal

Actives			Technical Properties			Applications													Biodegradability		Availability		Approved in China
INCI Designation	Appearance		Active Content %	Tack in Formulation	Moisturization	Lotion & Cream	Mousse	Gel	Conditioner (leave in/rinse out)	Shampoo	Emulsions	Ointments	Serums	Bath & Shower Products	Shave Products	Emulsion-based Sunscreen	After Sun	Readily	Global				
ElfaMoist® AC	Acetamidoethoxyethanol	Clear, colorless to slightly yellow liquid	100	Low	30 hr.						•	•		•	•	•	•	Readily	Global				
HYDROVANCE®	Hydroxyethyl Urea	Clear, colorless to slightly yellow liquid	50	Low	24 hr.	•	•	•	•	•	•		•	•	•	•	•	Readily	Global	•			

Aesthetic Modifiers			Technical Properties				Applications													Biodegradability		Availability		Approved in China
INCI Designation	Appearance		Active Content %	Water Dispersible	Oil Absorption ml/g	Friction Reduction (coefficient of friction)	Dry Shampoo	Color Cosmetics*	Powder	Emulsions	Low pH Systems	Ointments	Bath & Shower Products	Shave Products	Emulsion-based Sunscreen	Self Tanners	After Sun	Readily	Global					
AMAZE™ NORDIC BARLEY	Hordeum Vulgare Seed Flour	White powder	100	Yes	0.53	0.57	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•				
DRY-FLO® PC	Aluminum Starch Octenylsuccinate	White to off-white free flowing powder	100	No	0.65	0.36	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•				
DRY-FLO® PLUS	Aluminum Starch Octenylsuccinate	White to off-white free flowing powder	100	No	0.65	0.36	•	•	•	•	•	•	•	•	•	•	•	Readily	Europe only	•				
DRY-FLO® PURE	Aluminum Starch Octenylsuccinate	White to off-white free flowing powder	100	No	0.65	0.36	•	•	•	•	•	•	•	•	•	•	•	Readily	North and South America, Asia	•				
DRY-FLO® TS	Tapioca Starch (and) Polymethylsilsesquioxane	White to off-white powder	100	Yes	0.70	0.21	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•				
DRY-FLO® TS PURE	Tapioca Starch (and) Polymethylsilsesquioxane	White to off-white powder	100	Yes	0.70	0.21	•	•	•	•	•	•	•	•	•	•	•	Readily	Global	•				
NATRASORB® BATH	Tapioca Starch	White to off-white free flowing powder	100	Yes	3.62	N/A	•	•	•	•	•	•						Readily	Global	•				
NATRASORB® HFB	Aluminum Starch Octenylsuccinate (and) Acrylates Copolymer (and) Magnesium Carbonate	White to off-white free flowing powder	100	Yes	0.90	N/A	•	•	•	•	•	•							Global	•				
PURITY™ 21C PURE	Zea Mays (Corn) Starch	White to off-white free flowing powder	100	Yes	0.56	0.60	•	•	•	•	•	•						Readily	Global	•				
TAPIOCA PURE	Tapioca Starch	White to off-white free flowing powder	100	Yes	0.66	0.38	•	•	•	•	•	•			•	•		Readily	Global	•				

Cleansing Agents			Technical Properties			Applications													Biodegradability		Availability		Approved in China
INCI Designation	Product Form at 25°C		Active Content %	CMC g/l @40°C	Kraft Point	Shampoo	Bath & Shower Products	Shave Products										Readily	Global				
ELFAN® AT 84	Sodium Cocoyl Isethionate	White powder	80	0.12g/l	30°C	•	•	•										Readily	Global	•			
ELFAN® AT 84 G	Sodium Cocoyl Isethionate	Light yellowish granular	80	0.12g/l	30°C	•	•	•										Readily	Global	•			

Naturally derived
 * Includes make-up, liquid make-up, mascara, concealer, eyeshadow, lipstick, loose powder, eyeliner, pressed powder

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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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