



# EUROFLOW 100

liquid rheology modifier

## PRODUCT DESCRIPTION

Euroflow 100 is a preservative free liquid rheology modifier designed for giving cleansing formulations suspending, stabilizing and thickening properties.

**INCI NAME** Acrylates/Beheneth-25 Methacrylate Copolymer

## BENEFITS

- Cold processable
- Easy to handle
- Effective in broad pH range
- Clear formulations
- Excellent anionic, amphoteric and nonionic compatibility
- None stringy texture of high viscous formulations
- None sticky sensory feeling



## APPLICATIONS

### Home care Industrial cleaning

- all-purpose cleaners
- hard surface cleaners
- toilet cleaners
- vertical cleaners

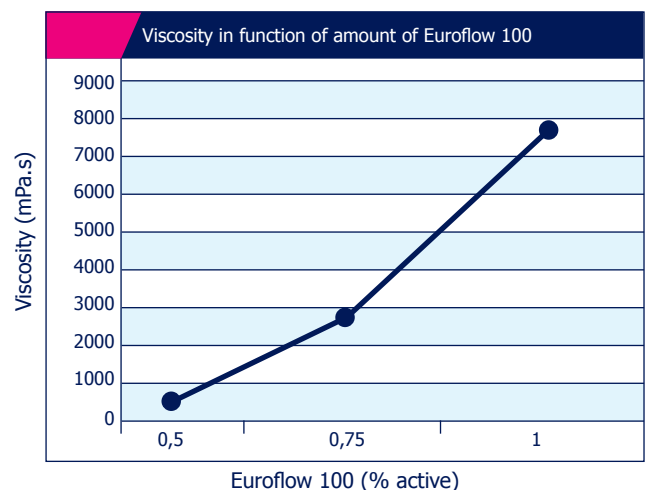
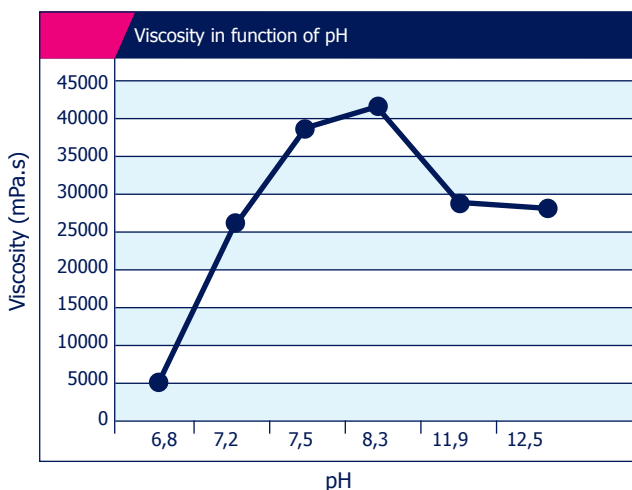


### Personal care

- ethanol based formulas
- exfoliating body washes
- foam baths
- liquid soaps
- shampoos with natural oils
- sles free facial cleansers

## PROPERTIES

The study of the viscosity build-up properties of Euroflow 100 in water gives a good illustration of the conditions in which rheological properties are being developed for use in surfactants based formulations. Extensive rheological studies have been performed that can be obtained upon demand. In a first graph, viscosity of an aqueous solution of 3.45% Euroflow 100 (1% active polymer) is measured in function of pH upon addition of a 10% solution of sodium hydroxide (Brookfield RVT, spindle 7, 10 rpm). In a second graph, viscosity of an aqueous solution at pH 7.0 is measured (Brookfield RVT, spindle 5, 20 rpm) depending on amount of Euroflow 100 (expressed as % active).



# EUROFLOW 100

## RECOMMENDATIONS FOR USE

### Method 1 standard technique

Add Euroflow 100 at the end of the production process under slow stirring. pH of the formulation should be adjusted to 6.3 or more in view of viscosity build-up and clarity.

### Method 2 for high pH formulations

Add Euroflow 100 in water under slow stirring followed by the other ingredients of the formulation and final pH adjustment for viscosity build-up and clarity.

**Dosage level** 2.0–8.0%.

## GUIDE FORMULATIONS



### Exfoliating shower gel | Ref 9145-14C

Euroflow 100 is used in a shower gel with pH 6.7 and a viscosity of 10000 mPa.s for optimum suspending and stabilization of the exfoliating beads.

INGREDIENT	INCI DESCRIPTION	%W/W
Water	Aqua	65.6
LES 28	Sodium Laureth Sulfate	20.2
Euroquat HC47 VG	Cocamidopropyl Betaine	7.8
Euroflow 100	Acrylates/Beheneth-25 Methacrylate Copolymer	6.0
Florabeads Jojoba 28/60	Jojoba Esters	0.4
Sodium hydroxide (10 w/w%)	Sodium Hydroxide	Qs

### Hypochlorite toilet cleaner | Ref 9145-14E

Euroflow 100 is applied in a hypochlorite cleaner with pH 13.2 and a viscosity of 3600 mPa.s for its high thixotropic behaviour in view of improved adhesion to the treated surface.

INGREDIENT	INCI DESCRIPTION	%W/W
Water	Aqua	68.8
Euroflow 100	Acrylates/Beheneth-25 Methacrylate Copolymer	3.2
Sodium hydroxide (50 w/w%)	Sodium Hydroxide	2.0
Sodium hypochlorite (3.5% active Cl)	Sodium Hypochlorite	16.0
Euroxide M25	Myristamine Oxide	10.0

### Hand sanitizer | Ref 9145-14J

Euroflow 100 is applied in a hand sanitizer with pH 7.8 and a viscosity of 2600 mPa.s for its high thixotropic behaviour in presence of ethanol.

INGREDIENT	INCI DESCRIPTION	%W/W
Water	Aqua	31.6
Ethanol	Alcohol	62.0
Euroflow 100	Acrylates/Beheneth-25 Methacrylate Copolymer	6.4
Sodium hydroxide (10 w/w%)	Sodium Hydroxide	Qs

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