

# Suspending and Stabilizing Agent



## Product Bulletin

### EMUL 33

#### INCI Name

ACRYLATES COPOLYMER

#### Description

EMUL 33 is an excellent rheology modifier, alkali-swellable anionic acrylic polymer emulsion, lightly crosslinked. It's easy to handle due to water-soluble and low-viscosity. It's resistant to salt, and stable to solvent and peroxide when combined with anionic & nonionic surfactants. It's usually used in shampoo, body wash, foundation, sunscreen and formulas containing polar solvents.

#### Specification

Parameter	Value
Appearance	Milky emulsion
pH value	2.1-3.5
Viscosity (25°C, 1%soln, mPa·s)	3500-5500
Solid content(%)	27.5-28.5
Residual ethyl acrylate	≤1

These values indicate typical specification, they are not intended to be used as product specifications.

#### Properties

- Non associating rheology modifier.
- Excellent at suspending silicone, zinc pyrithione, powder and other insoluble ingredient in shampoo.
- Provide stabilizing, thickening and co-emulsifying functions.
- Applicable for opaque system.

#### Applications

- Pearly shampoo, pearly body wash and other cleansers
- Conditioning products with big particle size or high molecular weight ingredients such as: conditioning shampoo, anti-dandruff shampoo, Moisturizing body wash
- Foundation cream / lotion
- Sunscreen cream / lotion
- Formula with Alcohol, Glycol, Isopropanol, Propylene Glycol and Glycerol
- Hair dye

#### Formula Guidelines

Typically used at a level of 3.0~10.0%.

- How to handle in emulsion formula --  
Dissolve EMUL 33 into water at room temperature, then add other water-phase ingredients, heat to 70-80°C. Mix oil-phase ingredients separately, then heat to appropriate temperature.  
Homogenize oil-phase into water-phase, then add neutralizer to adjust pH value≈7, with stirring. Cool to 40°C, add preservative finally.
- How to handle in shampoo, body wash formula --  
Dissolve EMUL 33 into water at room temperature, then add SLES, mix well. Add organic-alkali or inorganic-alkali to adjust pH value 6.5~7.0.  
Add other ingredients, mix well. Adjust pH and viscosity to appropriate values.

#### Storage & Handling

**Standard Packing:** 200kg/drum

**Storage:** Keep in cool, Dry, Ventilated and Lightless Place.

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