

Selvol™ Ultalux AD

Advanced Adhesive and Film Forming Properties for Personal Care Formulations

Selvol Ultalux AD PVOH copolymer (INCI: Vinyl Amine/Vinyl Alcohol Copolymer) is an advanced adhesion promoter and film former applicable in skin care, color cosmetics, hair and rinse-off systems. Incorporation of the amine functional group within the Ultalux AD polymer imparts advanced surface activity with pH-targeted properties. Amine functional copolymers exhibit superior strength and adhesion to a range of surfaces including skin when compared with related anionic or nonionic polymers. This cosmetic-grade polymer lends functionality to a range of personal care formulations, imparting viscosity and emulsion stability control and solubility modification.

Selvol Ultalux AD Vinyl Amine/Vinyl Alcohol Copolymer provides a balance of adhesion functionality and film-forming performance in formulations such as masks and peels, anti-aging creams and lotions and pore strips. As part of the Ultalux range of PVOH and PVOH derivatives, Ultalux AD is tested for high quality and purity and is verified as non-irritating on skin.

Selvol Ultalux AD Properties

Grade	Viscosity, cps ¹	pH ²	Tensile Strength, psi ³	Modulus, psi	Elongation at Break, %	Adhesion to Glass, g
Selvol Ultalux AD	450 - 550	11.0 - 12.0	1,200 - 1,400	3,100 - 4,100	> 110 - 130	220 - 280

1. Viscosity of a 15% solution, 20°C

2. 4% Aqueous Solution

3. Tensile properties and adhesion were measured on films containing 12% PVOH and 3% glycerin after casting and drying in a controlled temperature and humidity room for 24 hours



Selvol Ultalux AD Functions

- Adhesion promoter
- Film former
- Tightening
- Reaction intermediant

Applications of Selvol Ultalux AD in Personal Care Formulations

Brow makeup, anti-aging products, eyelash glues, eye shadow, facial masks and peels and pore strips.

Exfoliating Face Mask Formulation with Selvol Ultalux AD

Selvol Ultalux AD in an exfoliating face mask formulation serves as an exceptional adhesion promoter, film former, stabilizer and viscosity control agent.

Ingredient	WT %
Water	67
Selvol Ultalux FA	10
Selvol Ultalux AD	2
Ethanol	15
Propylene Glycol	3
Glycerin	2
Polysorbate-20	1
Preservatives	q.s.
Fragrances and Extracts	q.s.

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Visit www.selvol.com for more information.

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The logo for Sekisui, featuring the word "SEKISUI" in a bold, blue, sans-serif font. The letter "S" is significantly larger than the other letters and has a small red dot positioned above its top curve.