



## Selvol™ Ultalux SC

### Advanced Hydration in Personal Care Formulations

Selvol Ultalux SC PVOH copolymer (INCI: VP/Vinyl Alcohol Copolymer) is a unique film former and adhesion promoter applicable in skin care, hair care and color cosmetics.

Selvol Ultalux SC provides a balance of film-forming performance and adhesion functionality with improved hydration for use in masks and peels, anti-aging creams and lotions, pore strips and scar treatment formulations. Selvol Ultalux SC is tested for high quality and purity and is verified as non-irritating on skin. The improved hydration makes it ideal for use in moisturizers, multipurpose creams and moisturizing masks.

### Selvol Ultalux SC Functions

- Adhesion promoter
- Film former
- Fixative
- Moisturization
- Viscosity enhancement/control

### Selvol Ultalux SC Film and Solution Properties

Grade	Viscosity, cps <sup>1</sup>	pH <sup>2</sup>	Tensile Strength, psi <sup>3</sup>	Modulus, psi	Elongation at Break, %	Adhesion to Glass, g
Selvol Ultalux SC	1,400 - 1,600	5.5 - 7.0	1,500 - 2,500	3,250 - 4,250	> 200	110 - 150

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



### Applications of Selvol Ultalux SC in Personal Care Formulations

Brow makeup, anti-aging products, body washes, ethnic hair care/weaves, eye lashes, eye liners, eye shadow, hair styling gels, mascara, facial masks and peels, pore strips, scar treatment, shampoos/conditioners.

## Improved Hydration in Facial Mask Formulations

Selvol Ultalux SC compared with Typical PVOH-based facial mask imparts effective skin adhesion with flexible film-forming characteristics, exhibiting improved hydration.

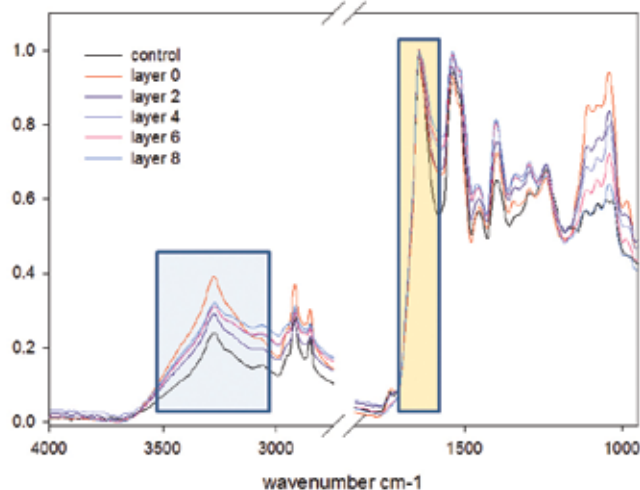
## Moisturizing Face Mask Formulation

	Moisturization Ratio (Area A/Area B)
Selvol Ultalux SC Face Mask	2.9
Typical PVOH Face Mask	2.5

Ingredient	WT%
Water	71
Selvol Ultalux SC	12
Ethanol	12
Glycerin	2
PEG 400	2
Propylene Glycol	1

### Procedure

1. In mixing vessel with high speed mixer, add 15% Selvol Ultalux SC Solution
2. Add in Ethanol, Glycerin, PEG 400, Polysorbate-20, Preservatives, Fragrances and Extracts, with blending
3. Allow solution to de-aerate so that it is free of bubbles



- > 15% improvement in hydration
- 50% reduction in "Cook" time

### North America:

Sekisui Specialty Chemicals America, LLC  
1501 West LBJ Freeway, Suite 530  
Dallas, TX 75234  
Tel +1-972-277-2901  
Fax +1-972-277-2907  
www.sekisui-sc.com

### Europe:

Sekisui Specialty Chemicals Europe, S.L.  
Ctra. N-340 Km. 1157 Apdo. 1388  
43080 Tarragona  
Spain  
Tel +34 977549899  
Fax +34 977544982

Visit [www.selvol.com](http://www.selvol.com) for more information.

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