



VIDA-CARE™

PRODUCT PORTFOLIO

FILM FORMERS
STYLING POLYMERS
CONDITIONING POLYMERS
RHEOLOGY MODIFIERS
WATER-RESISTANCE POLYMERS



ALFA
CHEMICALS
MANUFACTURING

CONTENTS

FILM-FORMERS & STYLING POLYMERS

Vida-Care™ C K Series

Multi-purpose cosmetic polymers with excellent film-forming and adhesive properties. Perfect for imparting crunch and stiffness in hair styling, and for gelling water-based cleansers, hair colourants and toothpastes.



FILM-FORMERS & STYLING POLYMERS

Vida-Care™ C VA Series

Multi-purpose cosmetic polymers with excellent film-forming and cohesive properties. Perfect for increasing humidity resistance and flexibility in hair styling, reducing water solubility, and for improving adhesion in colour cosmetics.



CONDITIONING POLYMERS

Vida-Care™ GHTC Series | Vida-Care™ HPCG

Naturally derived cosmetic polymers which deliver moisture-boosting to hair and skin, as well as enhanced foam quality and razor glide for wash and shave products. Imparts a velvety feel on the skin.



STYLING POLYMERS

Vida-Care™ PQ-10

Vida-Care™ PQ-10 is a cotton-derived cellulose with excellent styling properties for haircare with no build-up, and mild enough for baby care formulations.



RHEOLOGY MODIFIERS

Vida-Care™ Carbomer Series

Versatile cosmetic carbomers which can be used to create clear water and alcohol gels and to boost particle suspension. Perfect for water-based styling gels, hand sanitisers and personal hygiene gels.



RHEOLOGY MODIFIERS

Vida-Care™ FD Series | Vida-Care™ HEC

The Vida-Care™ FD Series is a range of fast-dispersing cosmetic carbomers and cross-polymers, suitable for aqueous and alcoholic gels, and all personal care emulsions. Vida-Care™ HEC is naturally derived from cotton and gives a smooth honey-like flow with silky lubricity.



WATER-RESISTANCE POLYMERS

Vida-Care™ AVP Series | Vida-Care™ VAC

Oil-soluble cosmetic copolymers which deliver excellent film-forming and water resistance benefits. Perfect for boosting water-resistance in sun care, hair care and colour cosmetics products, as well as dispersing actives and pigments. Long wearing and sweat-resistant.



FILM-FORMERS & STYLING POLYMERS

Vida-Care™ C K Series



A range of multi-purpose cosmetic polymers with excellent film-forming and adhesive properties. Perfect for imparting crunch and stiffness in hair styling, and for gelling water-based cleansers, hair colourants and toothpastes.

Vida-Care™ C K30P
PVP / Polyvinylpyrrolidone

100% powder, widely used film-forming, adhesive polymer of low/medium molecular weight. Forms a hard, brittle, glossy, clear & oxygen permeable film. Soluble in water & many organic solvents. Recommended for use in styling sprays. Humidity resistant.

Vida-Care™ C K30W30
PVP / Polyvinylpyrrolidone

A 30% aqueous solution of Vida-Care™ C K30P, a widely used film-forming, adhesive polymer of low/medium molecular weight. Used in hair styling products as an emulsion and suspension stabiliser, dispersant, foam stabiliser among other functions.

Vida-Care™ C K90P
PVP / Polyvinylpyrrolidone

100% powder, widely used film-forming, adhesive polymer of low/medium molecular weight. Forms a hard, brittle, glossy, clear & oxygen permeable film. Has a higher viscosity resulting in a higher stiffness. Recommended for use in styling gels, creams and mousses, especially those with high hold claims.

Vida-Care™ C K90W20
PVP / Polyvinylpyrrolidone

A 20% aqueous solution of Vida-Care™ C K90P, a widely used film-forming, adhesive polymer of high molecular weight. Recommended for use in strong hold gels and mousses, as an emulsion stabiliser in creams and lotions, as a dispersant in hair colourants, as a foam stabiliser, and as a gelling agent in toothpastes.

Applications:

- Hair styling gels, mousses, creams & aerosol sprays
- Hair colourants
- Body and facial washes
- Toothpastes

Key properties:

- Adhesion & film-forming
- Imparts crunch & stiffness for hair styling
- Emulsion and suspension stabiliser
- Dispersion aid
- High compatibility with other ingredients
- Biocompatible, physiologically inert

FILM-FORMERS & STYLING POLYMERS

Vida-Care™ C VA Series



A range of multi-purpose cosmetic polymers with excellent film-forming and cohesive properties. Perfect for increasing humidity resistance and flexibility in hair styling, reducing water solubility, and for improving adhesion in colour cosmetics.

Vida-Care™ C VA64P

VP / VA Copolymer

A powder grade, linear, random copolymer of 60:40 Vinylpyrrolidone and Vinyl Acetate. This grade is water-soluble as VP content is > 50%. Recommended for use in aerosol hair styling products due to good propane / butane solubility.

Vida-Care™ C VA64W

VP / VA Copolymer

50% aqueous linear, random styling copolymer of 60:40 Vinylpyrrolidone and Vinyl Acetate. Relatively high VA content results in high cohesive strength, imparts increased humidity resistance and flexibility.

Vida-Care™ C VA73W

VP / VA Copolymer

50% aqueous styling copolymer of 70:30 Vinylpyrrolidone and Vinyl Acetate. Relatively high VP content results in high adhesive strength, increased water-solubility and more 'crunchy' feel, but reduced humidity resistance and flexibility,

Applications:

- Hair styling putties, gels, mousses, powders, creams & aerosol sprays
- Peel-off and rinse-off face masks
- Water-based colour cosmetics for hair, face & body
- Make-up setting sprays

Key properties:

- High cohesive strength
- Imparts humidity resistance and flexibility for hair styling with less crunch
- Non-ionic and high compatibility with other ingredients
- Low viscosity allows for use in spray formats

CONDITIONING POLYMERS

Vida-Care™ GHTC Series
Vida-Care™ HPCG



A range of naturally derived cosmetic polymers which deliver moisture-boosting to hair and skin, as well as enhanced foam quality and razor glide for wash and shave products. Imparts a velvety feel on the skin.

Vida-Care™ GHTC 02
Guar Hydroxypropyltrimonium Chloride

High molecular weight and moderate charge density. Instant hydrating grade of Vida-Care™ GHTC 03. Light conditioning, active deposition, volumising benefit and luxury foam quality. Delivers a silky, smooth feel to hair.

Vida-Care™ GHTC 03
Guar Hydroxypropyltrimonium Chloride

High molecular weight and moderate charge density. Light conditioning, active deposition, volumising benefit and luxury foam quality. Delivers a silky, smooth feel to hair.

Vida-Care™ GHTC 04
Guar Hydroxypropyltrimonium Chloride

Low molecular weight and medium-high charge density for enhanced conditioning and deposition benefit. Delivers a soft, smooth feel to hair with 'weightless volumising effect'.

Vida-Care™ GHTC 05
Guar Hydroxypropyltrimonium Chloride

Medium-high molecular weight and high charge density for enhanced conditioning and deposition benefit. Ideal for intensive treatments for damaged hair.

Vida-Care™ GHTC 06
Guar Hydroxypropyltrimonium Chloride

Low-medium molecular weight and high charge density for enhanced conditioning and deposition benefit. Ideal for formulating clear shampoos and body-washes.

Applications:

- Clear rinse-off products for haircare, skincare & bodycare
- Shaving foams and gels
- Bar and liquid soaps

Key properties:

- Rheology control, lather quality, lubricity and ingredient deposition for wash products
- Conditioning benefits in shampoos, shower-gels, rinse conditioners and shaving products
- Delivers soft, silky-smooth conditioning with volumising and moisturising benefits to the hair

STYLING POLYMERS

Vida-Care™ PQ-10



Vida-Care™ PQ-10 is a cotton-derived cellulose with excellent styling properties for haircare with no build-up, and mild enough for baby care formulations.

Vida-Care™ HPCG

Hydroxypropyl Guar
Hydroxypropyltrimonium Chloride

Naturally-derived medium viscosity powder. It is a conditioning agent with excellent substantivity to skin and hair. It provides an high quality skin feel and enhances foam sensorial attributes. Suitable for applications in premium shampoo, shower gel, body wash, bar and liquid soaps.

Vida-Care™ PQ-10

Polyquaternium-10

Medium molecular weight styling polymer. It is water-soluble and multifunctional to enable clear formulations with enhanced volume and no build-up on hair. Suitable for applications in body washes, shaving products, baby-care, cleansing wipes and all haircare products.

Applications:

- Clear leave-on hair styling products
- Clear rinse-off products for haircare, skincare & bodycare
- Shaving foams and gels
- Bar and liquid soaps
- Cleansing wipes
- Baby care

Key properties:

- Volumising benefits for straight hair and smoothing/defining benefits for curly hair with no build-up
- Mild enough for leave-on applications and baby care
- Viscosity control, lather quality, lubricity and ingredient deposition for wash products
- Conditioning benefits in shampoos, shower-gels, rinse conditioners and shaving products

RHEOLOGY MODIFIERS

Vida-Care™ Carbomer Series



A range of versatile cosmetic carbomers which can be used to create clear water and alcohol gels and to boost particle suspension. Perfect for water-based styling gels, hand sanitisers and personal hygiene gels.

Vida-Care™ Carbomer HV
Carbomer

Disperses & swells in water and polar solvents, producing thick gels when appropriately neutralised, with a short-flow, jam-like textures.

Vida-Care™ Carbomer CG
Carbomer

Disperses & swells in water and polar solvents, producing clear thick gels when appropriately neutralised with a pseudoplastic (shear thinning) rheology profile.

Vida-Care™ Carbomer LF
Carbomer

Disperse & swell in water and polar solvents, producing clear thick gels when appropriately neutralised with pseudoplastic (shear thinning) rheology profile. Long-flow rheology for honey-like texture.

Applications:

- Aqueous and hydro-alcoholic styling gels
- Personal care gels and emulsions including creams, lotions, sprays and colour cosmetics
- Hand sanitising gels

Key properties:

- Excellent thickening at low use levels
- High yield value allows for suspension of particles and improved emulsion stability
- Highly shear thinning for good spray characteristics

RHEOLOGY MODIFIERS

Vida-Care™ FD Series
Vida-Care™ HEC



The Vida-Care™ FD Series is a range of fast-dispersing cosmetic carbomers and cross-polymers, suitable for aqueous and alcoholic gels, and all personal care emulsions. Vida-Care™ HEC is naturally derived from cotton and gives a smooth honey-like flow with silky lubricity.

Vida-Care™ FD10+
Carbomer

Fast dispersing grade of carbomer, very high viscosity, quick-breaking, clean skin feel. Treated to disperse easily with no lumping. It allows for a rapid wetting and improved swelling time.

Vida-Care™ FD21+
Acrylates / C10-30 Alkyl Acrylate
Crosspolymer

Highly cross-linked to give high viscosity gels with short flow, producing firm jam-like textures. Lower degree of cross linking compared to Vida-Care™ FD2020+.

Vida-Care™ FD2020+
Acrylates / C10-30 Alkyl Acrylate
Crosspolymer

Surfactant tolerant grade, formulated to impart efficient suspending and thickening properties, ideal for shower gels and body-wash products with a heavier skin feel.

Vida-Care™ HEC
Hydroxyethylcellulose

Naturally derived non-ionic, water soluble polymer. Its thickening properties help to improve emulsion stability and benefit the sensory experience for hair and skin care applications.

Applications:

- Aqueous and hydro-alcoholic styling gels, hand sanitising gels, skin and sun-care gels
- All types of personal care emulsions including creams, lotions, sprays and colour cosmetics
- Vida-Care™ FD2020+ particularly suitable for thickening wash products

Key properties:

- Alkyl Acrylate allows for associative thickening to give viscosity boost and different rheology effects
- High yield value for suspending and emulsion stabilisation
- Shear thinning profile for sprays and spreading

WATER-RESISTANCE POLYMERS

Vida-Care™ AVP Series
Vida-Care™ VAC



A range of oil-soluble cosmetic copolymers which deliver excellent film-forming and water resistance benefits. Perfect for boosting water-resistance in suncare, haircare and colour cosmetics products, as well as dispersing actives and pigments. Long wearing and sweat-resistant.

Vida-Care™ AVP-16
VP / Hexadecene Copolymer

An oil-soluble, film forming, liquid copolymer. Liquid at room temperature, making it suitable for cold-processed formulations.

Vida-Care™ AVP-20
VP / Eicosene Copolymer

An oil-soluble, film-forming, wax copolymer. Solid at room temperature with a melting point of ~40°C. Suitable for formulations that have a firm texture but soften to spread easily on skin.

Vida-Care™ AVP-30
Triacontanyl PVP

An oil-soluble, film-forming, hard wax copolymer. Solid at room temperature with a melting point of ~63°C. Suitable for applications that require a hard texture, e.g. eye pencils and deodorants.

Vida-Care™ VAC
VA / Crotonates Copolymer

A setting polymer and styling agent with carboxyl groups for the production of hair styling products and skincare applications, such as: pump hairsprays, hair gels, putties, wash off masks, or patches when flexibility and shrinking properties are desired.

Applications:

- Shine sprays
- Matte styling pastes
- Sweatproof/waterproof styling
- UV protection lotions, creams & sticks
- Lipstick, mascara, lipgloss
- Deodorants

Key properties:

- Water & sweat resistant
- Long wearing & non-whitening for anti-perspirant applications
- Pigment/active dispersion
- SPF boosting
- Emulsion stabilisation
- Substantive to skin

Contact us for samples, product
information and technical assistance

T + 44 (0) 1344 861800

E info@alfa-chemicals.co.uk

www.alfa-chemicals.co.uk

Alfa Chemicals Limited

Arc House

Terrace Road South

Binfield

Berkshire

RG42 4PZ

