

VIDA-CARE™

PRODUCT PORTFOLIO



FEATURING:

**VIDA-CARE™ FAST DISPERSING
RHEOLOGY MODIFIERS**

**MEGA HOLD STYLING WITH
VIDA-CARE™ COPOLYMERS**

**ABYSSINIAN OIL:
A NATURAL CONDITIONING
OIL WITH BOTH SKIN AND
HAIR BENEFITS**



ALFA
CHEMICALS
MANUFACTURING



Alfa Chemicals Manufacturing offers a range of high-performance ingredients for all your formulation needs.

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ALFACOS™ ABYSSINIAN OIL

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RHEOLOGY MODIFIERS

FAST DISPERSING RHEOLOGY MODIFIERS

WATER-RESISTANT POLYMERS

A Natural Conditioning Oil with Both Skin and Hair Benefits

AlfaCos™ Abyssinian Oil is perfect for hair and skincare formulations looking to increase hydration, condition, and leave a non-greasy after-feel.

Abyssinian oil comes from the seeds of the *Crambe abyssinica* plant, native to Ethiopia (formerly known as Abyssinia). It is an annual plant with a higher resistance against drought in comparison to other oilseed crops.

Due to a long tap root, only moderate rainfall for growth is necessary so it can be successfully grown on a wide climate range.

The oil produced has a unique molecular structure which is not found in any other vegetable oils. It contains a high percentage of unsaturated C22 fatty acids. Furthermore, it is rich in omegas 6, 9, and long chain triglycerides as well as natural antioxidants like phytosterols and tocopherols.

This cold pressed natural oil is known for its ultra-light, non-greasy texture and ability to absorb quickly. Its properties allow it to moisturise and nourish hair and skin without leaving a heavy residue.

Features and Benefits

- Reinforces the cutaneous barrier and preserves the skin from dehydration, thanks to its particular composition.
- Spreads easily and leaves the skin smoother with a less greasy after-feel compared to other oils.
- Dispersant and solubiliser of UV filters.
- Compatible with organic and inorganic UV filters and shows very good ability as carrier for UV filters.
- Provides more shine to the hair than Argan Oil without leaving a heavy or greasy after-feel. It improves the manageability as well and makes the hair easier to style.

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, as well as a dispersant and foam stabiliser among other functions.

Vida-Care™ C K90P
PVP/Polyvinylpyrrolidone

100% powder, widely used film-forming, adhesive polymer with a high 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

'70s Hair with Timeless Hold

VIDA-CARE™ WATER-SOLUBLE STYLING POLYMERS

Over the past year '90s trends have had a resurgence, not just in fashion but in haircare too. We've seen butterfly clips, scrunchies, space buns and micro braids all fill our 'for you' page. More recently, preference for hairstyles have been influenced by a different decade consisting of curtain bangs, afros, feathered layers, and disco curls – the 1970s.

The 1970s were a time of free-spirited fashion and rebellious beauty, and that spirit is back in a big way with voluminous, feathered looks. And for these iconic styles, we can thank an arsenal of '70s-inspired styling products.

The key ingredient to achieve those dreamy feathered layers, disco curls, and curtain bangs is PVP (Polyvinylpyrrolidone). A water-soluble polymer used in personal care and cosmetic formulations known for

its excellent film-forming properties and can be used in hairsprays, mousses, gels and styling creams. When applied to hair it creates a thin, flexible film to provide long-lasting hold, control and structure to the hairstyle.

As PVP is water-soluble it can be readily rinsed away from hair, making it desirable in shampoo and conditioner applications. It can also be used in combination with other polymers to achieve a desired product preference. PVP's anti-static properties enhance the length of a hairstyle by preventing flyaways and providing humidity resistance.

The Vida-Care™ C K Series are multi-purpose cosmetic polymers with excellent film-forming and adhesive properties!



Vida-Care™ C K30P

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

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

100% powder, widely used film-forming, adhesive polymer with a high 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

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.



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 a 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, showergels, rinse conditioners and shaving products

MEGA HOLD STYLING

with Vida-Care™ Copolymers!

Our Vida-Care™ Range offers the ultimate styling ingredients, suitable for creating innovative products for trend driven styles.

Social media platforms such as TikTok and Instagram, not only have the power to make a product viral, but they provide support for styling hair and creating looks that meet trends. Whether consumers want to create a sleek up-do or a voluminous 80's hairstyle, they will need to ensure their creations last.

Products that can create volume and provide hold include:

- Shampoos and conditioners
- Mousses or foams
- Root-lifting sprays
- Gels and pomades
- Texturising sprays or powders

The Vida-Care™ C VA Series is a range of VP/VA Copolymers (Vinylpyrrolidone and Vinyl Acetate) combining the desirable qualities of different monomers to achieve optimal results. Different combinations of monomers are used to meet a variety of application requirements, such as:

- Film-forming
- Flexibility
- Strength
- Elasticity
- Moisture retention

The Vida-Care™ C VA Series is perfect for increasing humidity resistance and flexibility in hair styling, reducing water solubility, and for improving adhesion in colour cosmetics.



Vida-Care™ C VA64P

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

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

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.

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

Vida-Care™ Fast Dispersing Rheology Modifiers

From gum, to jam, to honey... the texture of a finished formulation is important for the first impression of a product.

Whilst the efficacy of the personal care products depend on the choice and level of active ingredients, the aesthetics and first impression of these products will be dependent on the product rheology.

Rheology modifiers are a key ingredient for creating a good impression and improving penetration of actives in skin and haircare formulations.

Rheology modifiers have an impact on overall sensorial experience of a product, it can affect the texture, viscosity and stability of a finished formulation. They affect the way that the finished product appears, functions, applies and removes.

The Vida-Care™ FD Series from Alfa Chemicals Manufacturing is a range of fast-dispersing cosmetic carbomers and cross-polymers, suitable for aqueous and alcoholic gels, and all personal care emulsions. They are suitable for all types of personal care emulsions including creams, lotions, sprays and colour cosmetics for skin and sun care formulations. In particular Vida-Care™ HEC is a rheology modifier naturally derived from cotton. It provides a smooth honey-like flow with silky lubricity.



Vida-Care™
FD10+

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+

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+

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

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.

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-RESISTANT
POLYMERS

Vida-Care™ AVP Series



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
Triaccontanyl 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.

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

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