

HECELLOSE®

Personal Care

HECELLOSE®(Hydroxy ethylcellulose) is widely used as a thickener, rheology modifier, emulsifier and dispersing agent in personal care products. HECELLOSE® has pseudoplastic and shear-thinning properties.

Personal care products can be formulated with HECELLOSE® which contributes not only the thickening effect of the products, but also providing improved solution stability.



Selection Guide

H-Grade	P-Grade	Viscosity(cps)	Solution
H200K		5,000 ~ 6,000	
H100K	P100K	3,500 ~ 5,000	
H50K		2,500 ~ 3,500	1%
H30K	P30K	1,500 ~ 2,500	
H15K		1,000 ~ 1,500	
H4K	P4K	4,500 ~ 6,500	2%
H300	P300	250 ~ 550	

※ Brookfield LV, 25°C

Performance

- Thickening effect
- Superior clarity
- High compatibility
- Stabilization

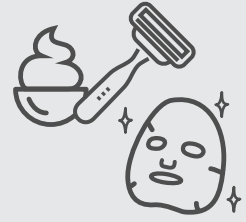
Application



Hair Care



Body Care



Facial Care

Clarity

『HECELLOSE® H grade』 can be used widely in all personal care products as a thickening agent. It can give excellent thickening power and show high compatibility with other ingredients.

『HECELLOSE® P grade』 is specialized grade for personal care products as a thickening agent. Superior Clarity is a specific characteristic of the P grade, providing more transparency against other cellulosic thickeners.



Reference



HECELLOSE® P Grade

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