CLARIANT

Discover Value **MODIFIED QUATS FOR PERSONAL CARE**

Clariant offers a range of Quats for the personal care industry. This story highlights Genamin® CTAC HV, a modified quats that offers cost - effective, smooth and viscous formulations.

Clariant adds value to the hair care product range available in the market by offering a plethora of niche products. Genamin® CTAC HV is a quaternary ammonium compound which, besides functioning as a cationic surfactant, imparts antistatic fixative properties in end products like permanent hair waving products, lotions, shampoos and styling creams.

In addition to hair care applications, this innovation meets customer expectations of improved viscosity, resulting in a stable suspension of scrub particles. The product also offers a non – drying after feel effect which enhances sensory properties of the formulation, making it suitable for skin care. Genamin® CTAC - HV was developed by Research Center India in collaboration with Competence Center Surfactants, Gendorf. This product is being manufactured at Clariant's Tangerang site in Indonesia.

WHAT DOES OUR PRODUCT DO?

As a cationic surfactant, Genamin® CTAC HV is adsorbed onto negatively charged surfaces like hair and improves surface properties like antistatic and soft feel effect. It enhances the wet and dry combing properties and noticeably softens normal hair. Genamin® CTAC HV is an efficient active ingredient for cosmetic hair care and skin care applications.

HOW DOES OUR PRODUCT OFFER AN INNOVATIVE EDGE?

Genamin® CTAC HV has been designed through a detailed structure-property relationship study followed by an appropriate selection of feedstock. The product with built-up viscosity provides stability to scrub particles in skin care products and also elevates wet and dry combing properties of the hair.

IS OUR PRODUCT PROMISING A SUSTAINABLE ADVANTAGE?

Genamin® CTAC HV with its superior thickening property leads to reduced dependence on polymeric thickeners, which reduces release of polymeric pollutants and its impact on the environment.