Let your ideas flow
WITH HOSTAGEL®

what is precious to you?
Rheology is a central factor in the relationship between consumers and cleaning products. As one of the main sensorial attributes of a product, it is an essential cue in the consumer’s perception of quality and performance.

Clariant knows this and has developed the Hostagel line of rheology modifiers accordingly. The features and benefits of each of the six Hostagel products have been organized so you can see at a glance which modifier is the right one for your needs.

If you would like support in regard to rheology modification, do not hesitate to contact us.
What rheology modifiers can do for you:

**Improve the cleaning performance of your formulations** - By applying it exactly where needed, keeping it there for longer and minimizing flow on vertical surfaces.

**Improve the safety of your formulations** - By avoiding splashes and leaking.

**Improve the usability and economy of your formulations** - By enabling careful and exact dosage on a sponge or cloth without spills.

**Improve the look of your formulations** - By making them clear and gel-like and enabling an elegant flow.

**Improve the way your formulations are perceived by consumers** - By increasing viscosity and viscosity stability — consumers associate viscosity with high concentration and performance.

**Increase the concentration of your formulations** - By breaking viscosity and allowing a higher amount of surfactant without compromising the flow.

**Help you avoid using VOC in your formulations** - By breaking viscosity without using organic solvents.

**Attract consumer attention and make your product stand out on the retail shelf** - By making use of special effects such as suspended particles, bubbles or speckles.

**Add benefits to your formulation** - By suspending fragrance capsules, scrubbing devices or other value-adding ingredients to your formulation.

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**Hostagel® PH1**

is the most suitable thickener for HCl acid formulations and other acidic cleaners.

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**WHAT IS PRECIOUS TO YOU?**

- Improve cleaning performance of your formulations
- Improve the safety of your formulations
- Improve the perception of the consumer towards your formulations

**MAIN FEATURES**

- Reduced formulation costs: no need for additional surfactants
- High cleaning power
- Dissolves well in water and acting below the water line
- Easy to formulate
- Long term viscosity stability
- Works with Phosphoric acid, Sulfamic acid, Citric acid, Sulfuric acid and Methane Sulfonic acid.

**DESCRIPTION**

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel PH1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Blend of amine components</td>
</tr>
<tr>
<td>Concentration (%)</td>
<td>Approx. 90</td>
</tr>
<tr>
<td>Appearance</td>
<td>Dark yellow, slightly brownish viscous liquid</td>
</tr>
<tr>
<td>Viscosity at 25°C (mPas)</td>
<td>Approx. 150</td>
</tr>
<tr>
<td>pH value (as is)</td>
<td>4.5 - 10.0</td>
</tr>
</tbody>
</table>
**Hostagel® CL**

presents the most cost effective thickener for chlorine bleach gel formulations.

**WHAT IS PRECIOUS TO YOU?**
- Improve the safety of your formulations
- Improve the consumer perception of your formulations
- Improve the cleaning performance of your formulations

**MAIN FEATURES**
- Most cost effective option on the market
- Synergistic surfactant association for thickening chlorine bleach gels
- Highly biodegradable
- Suitable for use in cold processes

**DESCRIPTION**

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel CL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Blend of surfactants</td>
</tr>
<tr>
<td>Concentration [%]</td>
<td>Approx. 25%</td>
</tr>
<tr>
<td>Appearance</td>
<td>Colourless to pale yellow, clear liquid</td>
</tr>
<tr>
<td>Viscosity at 25°C (mPas)</td>
<td>&gt; 200</td>
</tr>
<tr>
<td>pH value (as is)</td>
<td>Approx. 13</td>
</tr>
</tbody>
</table>

**Hostagel® LT**

is a special thickener for those systems where electrolytes do not work enough.

**WHAT IS PRECIOUS TO YOU?**
- Improve the usability and economy of your formulations
- Improve the look of your formulations
- Improve the consumer perception of your formulations

**MAIN FEATURES**
- Effective thickener when NaCl is not quite enough
- Easy and convenient handling, no melting necessary
- Can be used in many different applications
- Ideal for hard to thicken systems

**DESCRIPTION**

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel LT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Hydrophilic / hydrophobic thickener combination</td>
</tr>
<tr>
<td>Concentration [%]</td>
<td>70</td>
</tr>
<tr>
<td>Appearance</td>
<td>Clear, transparent liquid</td>
</tr>
<tr>
<td>Solidification point</td>
<td>13 °C</td>
</tr>
</tbody>
</table>
Hostagel® AVS
is the perfect thickener for products with high solvent content, such as glass cleaners.

WHAT IS PRECIOUS TO YOU?

- Improve cleaning performance of your formulations
- Improve the look of your formulations
- Improve the consumer perception of your formulations

MAIN FEATURES

- Effective thickener compatible with different organic solvents
- Dissolves well in water
- Pre-neutralized, meaning that it is ready to use
- Broad pH stability

DESCRIPTION

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel AVS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Sodium acryloyldimethyltaurate / VP copolymer</td>
</tr>
<tr>
<td>Solid content [%]</td>
<td>90</td>
</tr>
<tr>
<td>Appearance</td>
<td>White powder</td>
</tr>
<tr>
<td>Viscosity at 25°C (1% sol. at 25°C)</td>
<td>40,000 – 65,000 mPas</td>
</tr>
<tr>
<td>pH value (1% sol.)</td>
<td>4 – 6</td>
</tr>
</tbody>
</table>

Hostagel® TAC
is a suspending agent for surfactant systems, used to stabilize particles such as air bubbles, speckles and inorganic particles.

WHAT IS PRECIOUS TO YOU?

- Call the attention of the consumer and stand out on the retail shelf
- Add benefits to your formulation
- Improve the look of your formulations

MAIN FEATURES

- Forms clear and stable formulations with a yield force over a wide pH range
- Easy processing
- Compatibility with many surfactants
- Suitable for combinations with biopolymers

DESCRIPTION

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel TAC</th>
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</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Cross-linked sulfonic acid polymer</td>
</tr>
<tr>
<td>Solid Content [%]</td>
<td>100</td>
</tr>
<tr>
<td>Appearance</td>
<td>White powder</td>
</tr>
</tbody>
</table>
Hostagel® VB

is an environmentally friendlier low VOC and solvent-free choice for breaking the viscosity of concentrated dishwashing liquids.

WHAT IS PRECIOUS TO YOU?

- Increase the concentration of your formulations
- Concentrated products save transport and packaging costs as well as shelf space
- Avoid the use of VOC in your formulations

MAIN FEATURES

- VOC-free rheology modifier
- High performance rheology modifier already at < 0.5% active compound
- Improved stability of formulations at cold temperatures
- Excellent soil dispersion and hydrotropic properties

DESCRIPTION

<table>
<thead>
<tr>
<th>Trade Name</th>
<th>Hostagel VB</th>
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</thead>
<tbody>
<tr>
<td>Chemical Name</td>
<td>Nonionic polyester</td>
</tr>
<tr>
<td>Solid Content [%]</td>
<td>68-72 %</td>
</tr>
<tr>
<td>Appearance</td>
<td>Clear liquid</td>
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Hostagel Line of Rheology Modifiers
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