

Distinctive® Gel OD

Functional Rheology



PRODUCT: Distinctive® Gel OD

INCI NAME: Octyldodecanol (and) Quaternium-90 Bentonite (and) Propylene Carbonate

EINECS #: 226-242-9, 436-030-1, 203-572-1

CAS #: 5333-42-6, 226226-22-8, 108-32-7



WHAT IS DISTINCTIVE® GEL OD?

Distinctive® Gel OD is a dispersion of Quaternium-90 Bentonite in Octyldodecanol that has been pre-activated for ease of use and incorporation into formulations. **Distinctive® Gel OD** is optimized to impart a smooth silky skin feel, consistent viscosity and excellent oil gelling capacity. **Distinctive® Gel OD** provides rheological control, shear thinning rheology and pigment suspension properties.

WHAT DOES DISTINCTIVE® GEL OD DO?

Distinctive® Gel OD improves processing efficiency and can be used in a wide range of formulation types. It provides reproducible and stable formulation viscosities. In emulsions, **Distinctive® Gel OD** provides shear thinning rheology, enhances skin feel, masks tackiness from other ingredients and acts as an emulsion stabilizer. In all formulations, **Distinctive® Gel OD** imparts a silkiness to the skin and lips. In color cosmetics, it provides suspension for pearls and other special effect pigments and prevents feathering in lip products.

HOW CAN DISTINCTIVE® GEL OD BE USED?

Distinctive® Gel OD contains a pre-activated organoclay for convenience and ease of use. **Distinctive® Gel OD** can be incorporated with medium to high shear mixing and can be added at any stage of manufacturing while being used at elevated temperatures. Due to the ease of use, **Distinctive® Gel OD** provides formulating flexibility. The pre-dispersed feature provides a high level of reproducibility during formulation manufacturing.

TYPICAL PROPERTIES OF DISTINCTIVE® GEL OD

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|--|---------------------------|
| Appearance @25°C | Tan Gel |
| Viscosity, Brookfield RVT, Spindle TF, 1 RPM | 3,000,000 – 6,000,000 cps |
| Loss on Drying | 1 to 6% |
| Specific Gravity | 0.80 to 1.00 |
| Recommended Use Level | 1-30% |

KEY BENEFITS

- Pre-dispersed Organoclay
- Convenient Gel Form
- Rheology Control
- Suspension Agent
- Prevents Syneresis & Phase Separation
- Silky Skin Feel
- Ease of Use
- Improves Processing Efficiency



IDEAL FOR USE

- Creams & Lotions
- Suncare
- Lipsticks
- Make-up
- Anti-persirants
- Deodorants



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