

gantrez™ es polymer series

create art with a styling fixative

gantrez™ polymer	INCI
gantrez™ es-425 gantrez™ es-435	Butyl Ester of PVM/MA copolymer
gantrez™ es-215 gantrez™ es-225	Ethyl Ester of PVM/MA copolymer
gantrez™ es-335	Isopropyl Ester of PVM/MA copolymer

description

Gantrez™ ester polymers are multifunctional fixative and styling polymers designed for spray styling, specifically hairsprays. gantrez enables the stylist or consumer to create artistic hair styles, special effects with curling/flat irons, lift and spray volume, and sculpted styled hair.

Gantrez™ ester polymers are monoalkyl esters of poly (methyl vinyl ether/maleic anhydride). The polymethyl vinyl ether is a flexible film former while the maleic anhydride is a polar hard monomer which contributes to bonding strength.

applications

- hair spray
- gel
- mousse
- mist

key features and benefits

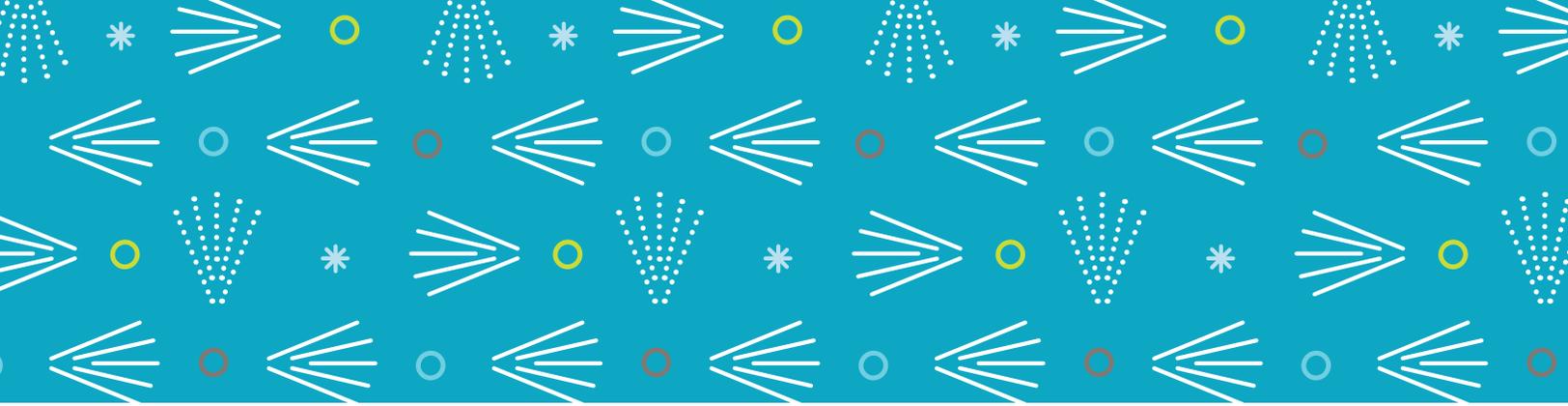
- moldable long-term hold for waves and updo hair styles
- for hair styles with special effects
- soft, natural feel in hair
- spray and heat style; does not stick to curling/flat irons
- easy brushable, no/low residue
- controls frizz and fly-aways
- provides shine for gloss finish



technical information

- recommended neutralisation levels for gantrez™ polymers
 - 10–15% anhydrous aerosol hairsprays
 - 15–20% 80% VOC aerosol and 55% VOC pump hairsprays
 - 30–40% hydroalcoholic formulations (gels, mousses, etc.) and products for application to wet hair

Note: <10% for improved H/C compatibility; only works with fatty amine neutraliser
- compliant with global cosmetic regulations (Europe, US, Japan and China)
- use level: 0.5–7% solids



formulation benefits

- o tough, clear glossy films, low tack, with excellent substantivity, hair holding properties and moisture resistance
- o film properties and solubility can be modified by type and degree of neutralization
- o compatible with HFC 152a, Dimethyl Ether and Hydrocarbon (25%), and blends

shine effect

Excellent shine effects can be achieved with Gantrez™ polymer. The shine on hair is measurable and consumer perceivable.



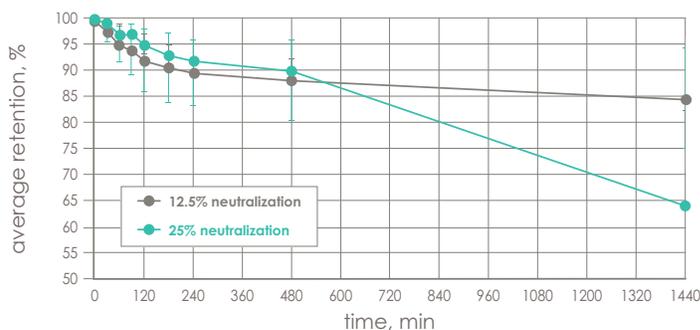
superior style enhancement

Gantrez™ can create soft, touchable, beautiful modern waves; the ability of a working spray allows great updos. applicable in professional arenas.



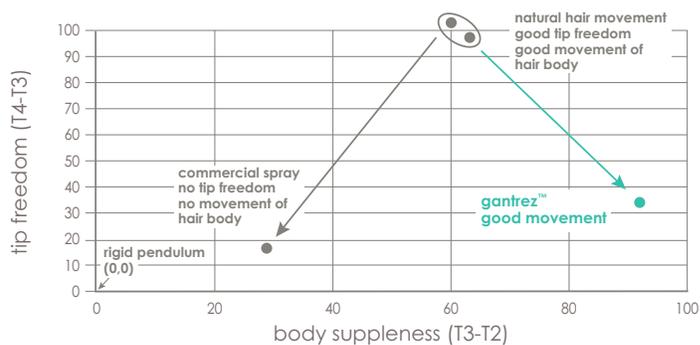
excellent hold durability

Gantrez™ has high humidity curl retention (HHCR) and hold at 90% RH.



movement data

Gantrez™ polymer exhibits exceptional hair movement for bounce back beautiful hair.



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