

PenCare™ DP bio-based cationic polymer



Superior deposition and conditioning performance for irresistibly soft hair and skin

It takes just one breakthrough to change an industry - and PenCare™ DP bio-based cationic polymer is here to revolutionise personal care. The new science to the smoothest hair and skin has arrived, superior deposition works with enhanced conditioning to leave hair and skin softer than ever before.



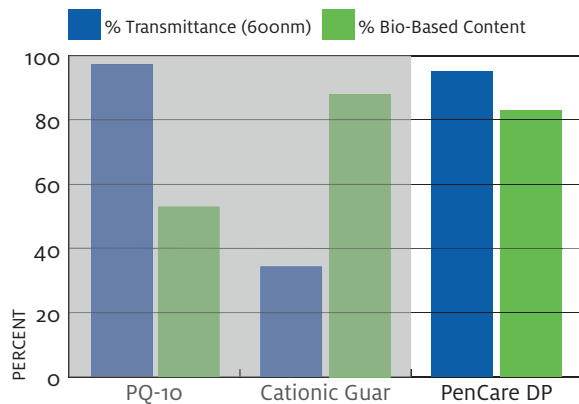
The new science to the smoothest hair and skin

PenCare™ DP cationic polymer is a bio-based proprietary, cationic polymer whose superior deposition and enhanced conditioning leave hair and skin beautifully smooth. This ingredient offers superior performance in shampoos and conditioners, an easy rinse-off formula. PenCare™ DP cationic polymer is compatible with conventional and sulfate-free formulas.

SUPERIOR WET COMB PERFORMANCE

Conditioning shampoos are expected to confer softness and ease of combing on wet hair*, testing this expectation against traditional deposition polymers it was concluded that PenCare™ DP cationic polymer has a superior wet comb performance. PenCare™ DP cationic polymer with silicone in the conventional formula showed a 48% and 11% improvement in wet combing versus PQ-10 and cationic guar respectively.

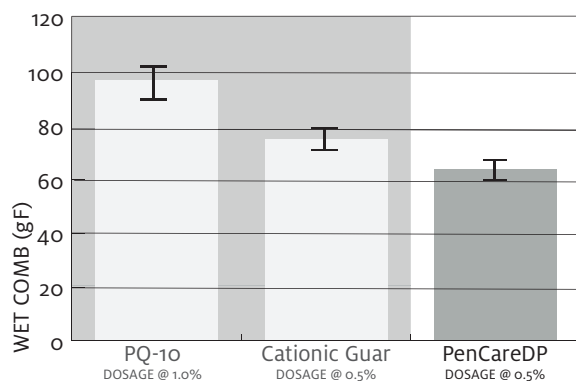
CLARITY AND BIO-BASED CONTENT COMPARISON*



PenCare™ DP cationic polymer exhibits high clarity in use combined with high bio-based content.

WET COMB PERFORMANCE

ON BLEACHED EUROPEAN HAIR



PenCare™ DP cationic polymer has superior wet comb performance versus traditional deposition polymers.

Learn how PenCare™ DP cationic polymer can create superior deposition and conditioning performance in your formulations today

TO FIND OUT MORE CONTACT US

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RINSE-OFF OR LEAVE-ON?

Two PenCare™ DP applications currently available both resonating with your expectations for performance and sustainability:

- NON-GM
- Not animal tested

RINSE-OFF APPLICATIONS with superior performance and an easy rinse-off formula

- Shampoos
- Conditioners
- Body washes

LEAVE-ON APPLICATIONS for beautifully soft hair and skin

- Lotions
- Styling products
- Conditioners

FORMULATOR BENEFITS

- High salt tolerance for thickening in surfactant systems
- Efficient silicone deposition aid
- Blends easily and quickly into formulations at room temperature
- Compatible with conventional and sulfate-free systems
- Easy to hydrate
- High degree of clarity
- Low viscosity

**"Shampoo and Conditioner Science", Lochhead, R. (2012) Practical Modern Hair Science edited by Evans, T. And Wickett, R., by Allured Business Media.



Ingredion™

Developing ideas.
 Delivering solutions.™

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