



Press Release

April 23rd 2020

SNF Launches FLOCARE™ SK 425; a 100% Vegan Multifunctional Polymer Used to Create Clear Skin Care and Facial Cleanser Formulations for New Emotional Experiences

Andrezieux, France - SNF will introduce FLOCARE™ SK 425(*) at the NYSCC Suppliers' Day 2020 Trade Show September 30 – October 1st in New York City, USA. Learn more about the show, or register to attend here: <https://nyscc.org/suppliers-day/>

The Skin Care market has become more and more specific in its formulation requirements. Major beauty-enhancing claims required by consumers in the facial skincare are: Moisturizing, Anti-aging, Brightening/illuminating, Reduction in fine lines/wrinkles, Firming Form, Mattifying, Toning, etc... Cosmetic products which are able to meet those claims contain several actives which act as stressful ingredients. Those actives, when added to the formulation, frequently cause an irreversible reduction in viscosity.

In addition to this micro-segmentation in the Skin Care Market, consumers are also looking for transparent formulations, which identify with the notion of purity.

FLOCARE™ SK 425 has been designed to meet those combined demands of the Personal Care market. It provides clear and viscous cold processable formulations, perfect stability with high concentration of electrolytes in skin care. **FLOCARE™ SK 425** is also compatible with surfactant systems up to 5% for usage in facial cleansing. This polymer is also able to provide enhanced emulsification power to all types of cosmetic formulations, especially creams and lotions. In addition to these benefits, **FLOCARE™ SK 425** imparts an outstanding soft after-feel to all cosmetic formulations. **FLOCARE™ SK 425 provides new emotional experiences to cosmetic formulations.**

Furthermore, this polymer is **100% vegan**.

SNF welcomes you to the SNF Texture Bar in Booth 173 at NYSCC 2020 to experience, first-hand, the technical applications and after-feel benefits of **FLOCARE™ SK 425** based formulas. Join us and feel and experience the benefits of **FLOCARE™ SK 425** for yourself. Our Technical Sales Team will gladly demonstrate the unique properties of **FLOCARE™ SK 425** and guide you on a new emotional journey!

For more information:

snf.com

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About SNF:

SNF is a French private Group, specializing in water-soluble polymers.

(*) INCI : Ammonium Polyacryloyldimethyl Taurate