
Andrézieux Bouthéon, France, March 18th, 2024

Introducing NATURSOL™ EMI Lite: The Next Evolution in Sustainable Rheology Modifiers

SNF proudly announces the launch of NATURSOL™ EMI Lite, a groundbreaking innovation set to redefine the landscape of skincare formulation. This revolutionary product seamlessly merges performance with sustainability, marking a significant advancement in the cosmetics industry.

NATURSOL™ EMI Lite represents a paradigm shift in skincare formulation. Combining light texture and stabilizing performance, this innovative rheology modifier boasts a naturality index of 78%, positioning it as a frontrunner in environmentally conscious beauty solutions. With its superior biodegradability, NATURSOL™ EMI Lite offers skincare formulators the opportunity to create luxurious textures without compromising eco-friendliness.

"At SNF, we are committed to pushing the boundaries of sustainability without sacrificing performance," said Pascal Boehm, SNF's Head of Personal Care & Home Care. "With the launch of NATURSOL EMI 132 in 2021, we embarked on a journey toward sustainable high-performing rheology modifiers. NATURSOL™ EMI Lite is the next step in this journey, adding biodegradability to naturality. This patented technology acts as a new platform, laying the foundation of sustainable solutions that will redefine the future of care. NATURSOL™ EMI Lite unlocks new possibilities for formulators to create sophisticated yet sustainable skincare products."

NATURSOL™ EMI Lite is part of SNF's inverse emulsion polymer portfolio; it remains cold-processable, offering CO₂ emissions and time savings for formulations.

Crafted using patented technology, NATURSOL™ EMI Lite undergoes rigorous OECD 301F testing, confirming its ready biodegradability performances. This new polymer offers a perfect equilibrium between performance and sustainability, catering to environmentally conscious consumers' and manufacturers' demands.

Experience the future of skincare formulation at in-cosmetics Global 2024, held from the 16th to the 18th of April in Paris. Visit SNF's stand 1S108 to learn more about NATURSOL™ EMI Lite and be one of the first to experience NATURSOL™ EMI Lite.

About SNF

SNF is a specialty chemical company and an expert in water chemistry. All our products are used to treat, preserve, and recycle water. We help reduce energy needs and carbon intensity while contributing to the responsible extraction of key mineral resources essential to the energy transition.

As a global leader in designing and manufacturing water-soluble polymers, SNF continuously improves a range of more than 1,000 products, which helps preserve natural resources, encourages recycling, and improves industrial process efficiencies. In addition, SNF products have several complementary functionalities making them suitable for many applications such as solids-liquid separation, viscosity modification, and friction reduction.

Press Contact

Ms. Hanène Vanhoute
Communication Director
fr-and-communication@snf.com