

In-Cosmetics NY 2019: Coatex presents a line of polymeric emulsifiers for clean & natural beauty

Coatex, a major player within the rheology additives market for beauty and personal care, comes up with new proposals for eco-conscious formulations. Coatex welcomes you in New York City at the upcoming In-Cosmetics North America, October 23-24 with Integrity Ingredients booth # C68.

Clean beauty

Inspired by the growing trend of "clean beauty", Coatex is proposing new concepts of minimalist formulations associating high level of naturality with the innovative texture and sensorial of Rheostyl™ E polymeric emulsifiers.

Fast and cold process

Formulating with Rheostyl™ E is a revolution. Rheostyl™ E simplifies emulsion design and manufacturing from the lab to the plant with a fast and cold process at low shear rate. Rheostyl™ E drastically reduces energy consumption and manufacturing time;



Fluid to bouncy textures

From fluid textures with Rheostyl™ E-Light to bouncy texture with Rheostyl™ E-Cream a full palette of sensorialities can be explored such as our latest demonstration formulas

✓ **Water foundation with 98% of naturality**

A nude wear perfecter with an ultra-fluid and evanescent texture designed to enhance skin complexion with a natural finish.

✓ **Minimalist liquid emulsion with 98% of naturality**

A fluid to oil transforming texture to experience the lightness of a fluid with the nourishment of an oil.

Get ready to visit us at our **booth # C68** to talk to our experts and discover our latest formulations.

Coatex designs and produces rheology additives for aqueous formulations and water-borne processes. With Innovation for Sustainable Development as a core strategy, Coatex is developing high performance additives to serve a wide variety of applications, such as Water-borne Paints & Coatings, Adhesives & Sealants, Paper Coatings, Minerals Processing, Construction, Homecare and Water Treatment. With production sites in France, the Netherlands, USA, China and Brazil, Coatex employs more than 450 people. Coatex is a subsidiary of the ARKEMA group, France's leading chemicals producer.

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For more information, please visit Coatex's website, www.Coatex.com or leave a message, contact@coatex.com