



INTRODUCING A NEW STANDARD FOR PERFORMANCE

ELEVANCE™ ULTRA Multifunctional Additives

From skin care and color cosmetics to high-performance hair styling products, ELEVANCE™ ULTRA is a new, versatile, multifunctional additive that works seamlessly with natural and synthetic formulating ingredients – powering cleaner, more effective personal care products.

A new-to-world multifunctional additive for personal care formulations

ELEVANCE ULTRA is a new-to-world, readily biodegradable, multifunctional additive that delivers superior performance with an excellent safety profile for clean beauty formulations.

ELEVANCE ULTRA:

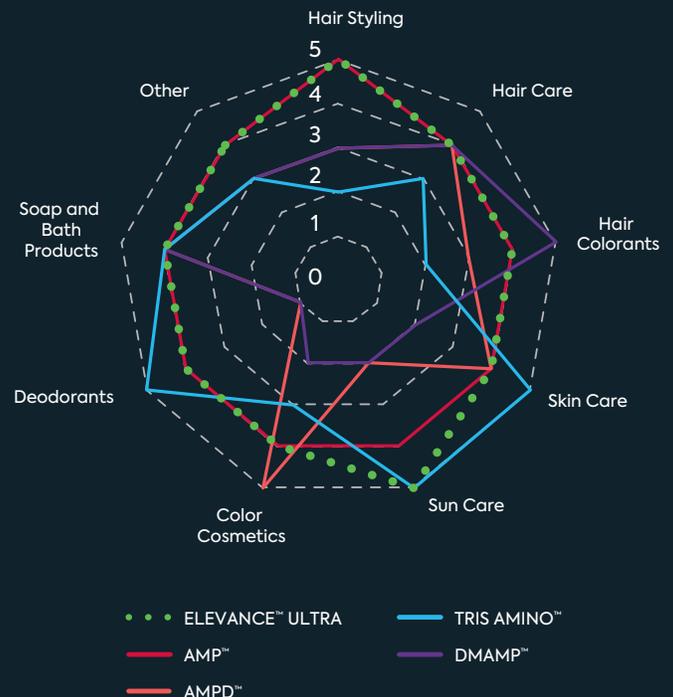
- Provides rapid, effective and efficient neutralization across a wide range of personal care applications.
- Exhibits excellent compatibility with carbomer and other synthetic acrylic rheology modifiers, ensuring optimal formulation stability.
- Enhances pigment dispersion in color cosmetics, delivering superior functionality and even distribution.
- Provides effective neutralization in hair fixatives and enhanced in-can corrosion protection.

ELEVANCE ULTRA can be used across a wide range of applications, including:

- Aerosol and pump hairsprays
- Hand sanitizers
- Body wash
- Color cosmetics
- Dry shampoo
- Hair colorants
- Hair gels, mousses and styling aids
- Hair treatments
- Personal cleansers
- Shampoos and conditioners
- Skin care
- Sun care

Best-in-class versatility and compatibility

ELEVANCE ULTRA shows exceptional performance, in a wide range of personal care applications:



Exceptional performance in a wide range of personal care applications

Aerosol hairsprays

ELEVANCE ULTRA is the best-in-class neutralizer for both 50 VOC and 100 VOC aerosol hairsprays, delivering exceptional performance and reliability, including:

- Superior hold and high-humidity curl retention (HHCR)
- Broad propellant compatibility offering unmatched formulation flexibility
- Outstanding in-can corrosion protection to help maintain product integrity and extend shelf life
- Effortless washability with no buildup, even after repeated use



ELEVANCE ULTRA shows great propellant compatibility, superior resin solubility and clarity in aerosols

Hair colorants

ELEVANCE ULTRA provides excellent gray coverage and seamless blending of dark and light hair, ensuring consistent color development and long-lasting results in demi-permanent hair colorants. It enhances overall formulation stability and optimizes dye performance for vibrant, even color application. ELEVANCE ULTRA helps minimize damage to the hair and scalp, making it a superior choice for gentle yet effective hair color formulations.

Hair Color	ELEVANCE ULTRA	Ammonia	MEA
Color lifting	++	+++	++
Color deposition	++	++	++
Grey coverage and blending	+++	++	+++
Reduced damage	+	--	-
Odor in use	-	---	-
Color retention (multiple washes)	+++	+	++

Compliance

ELEVANCE ULTRA is compliant with the most recent cosmetics directives and requirements, including: USA (Food, Drug and Cosmetic Act), European Union (Regulation No. 1223/2009), Japan (Standards for Cosmetics and Amendments), ASEAN (2008 Cosmetics Directive (annex updated March 2013), Brazil (ANVISA Mercosur Resolution on Personal Hygiene Products and Cosmetics), Mexico (not listed as Prohibited and Restricted Substances in Perfumes and Cosmetics).

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Mascara

ELEVANCE ULTRA enhances mascara performance by improving pigment dispersion, ensuring even, long-lasting color. ELEVANCE ULTRA boosts formulation stability and consistency for a smoother application.

Eyelash Application	ELEVANCE ULTRA	AMPD	AMP	TEA
Deposition	+	++	+	-
Absence of clumps	++	++	+	+
Eyelash separation	+	++	+	-
Stability	+	++	++	-
Ease of application	+	++	+	+
Homogeneous film	++	++	++	-

Hand sanitizers

ELEVANCE ULTRA is the best-in-class solution for high-alcohol-content hand sanitizers, delivering superior performance, including:

- Highly stable, crystal-clear gels
- Enhanced formulation stability to maintain consistency and prevent separation
- Improved sensory experience and spreadability with a lightweight, non-sticky feel

System	AMP	ELEVANCE ULTRA	TEA	NaOH	ARG
0.45% Carbomer 980 70% Alcohol					
Turbidity (NTU)	12	11	20	840	1874
Viscosity (cP)	30100	32433	21533	Liquid	Liquid

ELEVANCE ULTRA demonstrates superior clarity and viscosity in hand sanitizers, creating stable gels with consumer-preferred aesthetic properties