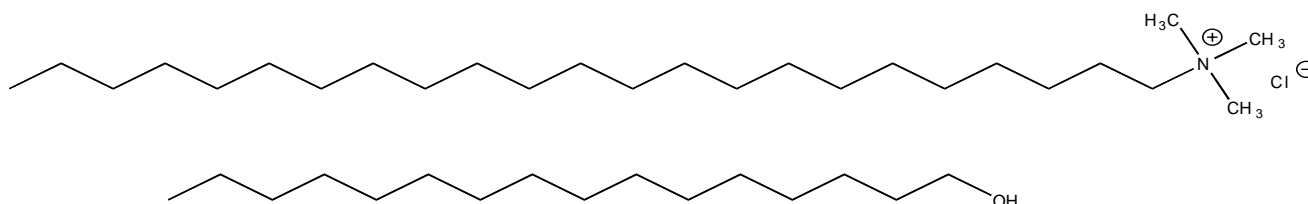


Maquat[®] BTMC-35%



Cetearyl Alcohol (and) Behentrimonium Chloride

Overview

MAQUAT BTMC-35% is a 35% active behenyl trimethyl ammonium chloride with cetearyl alcohol in a convenient pastille form. With the unique substantive and anti-static properties of the behenyl moiety, BTMC-35% incorporates cetearyl alcohol for a superior conditioning ingredient in personal care products. MAQUAT BTMC-35% imparts exceptional wetting, cleaning, conditioning, softening, suspending and emulsification.

With over 35 years quat manufacturing experience and using the highest quality raw materials, MAQUAT BTMC-35% is characteristically low color, low odor and reliably consistent batch to batch.

MAQUAT BTMC-35% is based on the primary lipid found on hair surfaces, making it a uniquely natural compliment for use in hair conditioners and rinses, skin creams and lotions. BTMC-35% imparts smooth detangling, improves dry comb and fly away, while leaving a soft powdery afterfeel. In other applications, use Maquat BTMC-35% as a cationic emulsifier. Maquat BTMC-35% is non-flammable, non-VOC, and non-DOT.

INCI Name: Cetearyl Alcohol (and) Behentrimonium Chloride

Typical Properties

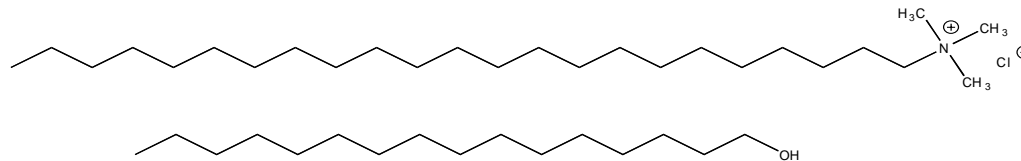
Water solubility	Dispersible
Physical form	Pastilles
Color (Gardner)	3 Maximum
Active quaternary (m.w. 401)	33-37%
Fatty Alcohol content.....	63-67%
Specific gravity (60°C).....	0.60±0.04
Melting Point.....	85-90°C /185-195°F
pH (5% IPA)	6.0-8.0
Flash point.....	>150°C /300°F (PMCC)

Handling Information

Refer to the Material Safety Data Sheet (MSDS) available from Mason Chemical Company for information on the safe use, handling and disposal of this product.

Maquat is a trademark of Mason Chemical Company.

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MAQUAT BTMC-35% is based on the primary lipid found on hair surfaces, making it a uniquely natural compliment for use in hair conditioners and rinses, skin creams and lotions. BTMC-35% imparts smooth detangling, improves dry comb and fly away, while leaving a soft powdery afterfeel. In Hair Conditioner formulations, Maquat BTMC-35% imparts superior conditioning properties for differentiated products, as the formulations below illustrate:

Moisturizing Hair Conditioner

Ingredients:	Wt. %
Part A	
Water.....	to 100.00
Maquat CETAC-30%	0.3
Maquat BTMC-35%	2.7
Part B	
Fragrance.....	q.s
Extracts/Oils.....	q.s.
Preservative.....	q.s.

Procedure:

- Part A: Mix water and CETAC-30%, heat to 80°C, add Maquat BTMC-35%.
- Hold for 30 minutes, Cool to 45°C, add Part B.
- Add Fragrance, Extracts/Oils such as Aloe Vera, Chamomile and Jojoba, and Preservative.

Detangling Hair Conditioner

Ingredients:	Wt. %
Part A	
Water.....	to 100.00
Maquat CETAC-30%	0.5
Maquat BTMC-35%	4.5
Amodimethicone.....	1.0
C13-14 Isoparaffin.....	1.0
Part B	
Propylene glycol.....	1.0
Fragrance.....	q.s
Extracts/Oils.....	q.s.
Preservative.....	q.s.

Procedure:

- Part A: Mix water and CETAC-30%, heat to 80°C, add Maquat BTMC-35%, Amodimethicone and C13-14 Isoparaffin.
- Hold for 30 minutes, Cool to 45°C, add Part B.
- Add Fragrance, Extracts/Oils such as Aloe Vera, Chamomile and Jojoba, and Preservative.

Damaged hair, especially permed hair can be difficult to comb, especially when wet. Hair Conditioner products are generally oil-in-water emulsions in which the lipophilic conditioning quaternium ammonium salt is the active ingredient. The conditioning quat, along with the fatty alcohols impart wet-comb performance to the formulation. The superior substantive properties of Maquat BTMC-35% over other conditioning cationics significantly improves wet comb performance of these formulas, and others of their type, especially on damaged hair.