

**A LITTLE DROP
CAN GO A
LONG WAY!**
RHEOLOGY
MODIFIERS FOR
BEAUTY AND
PERSONAL CARE



GET TO KNOW US BETTER

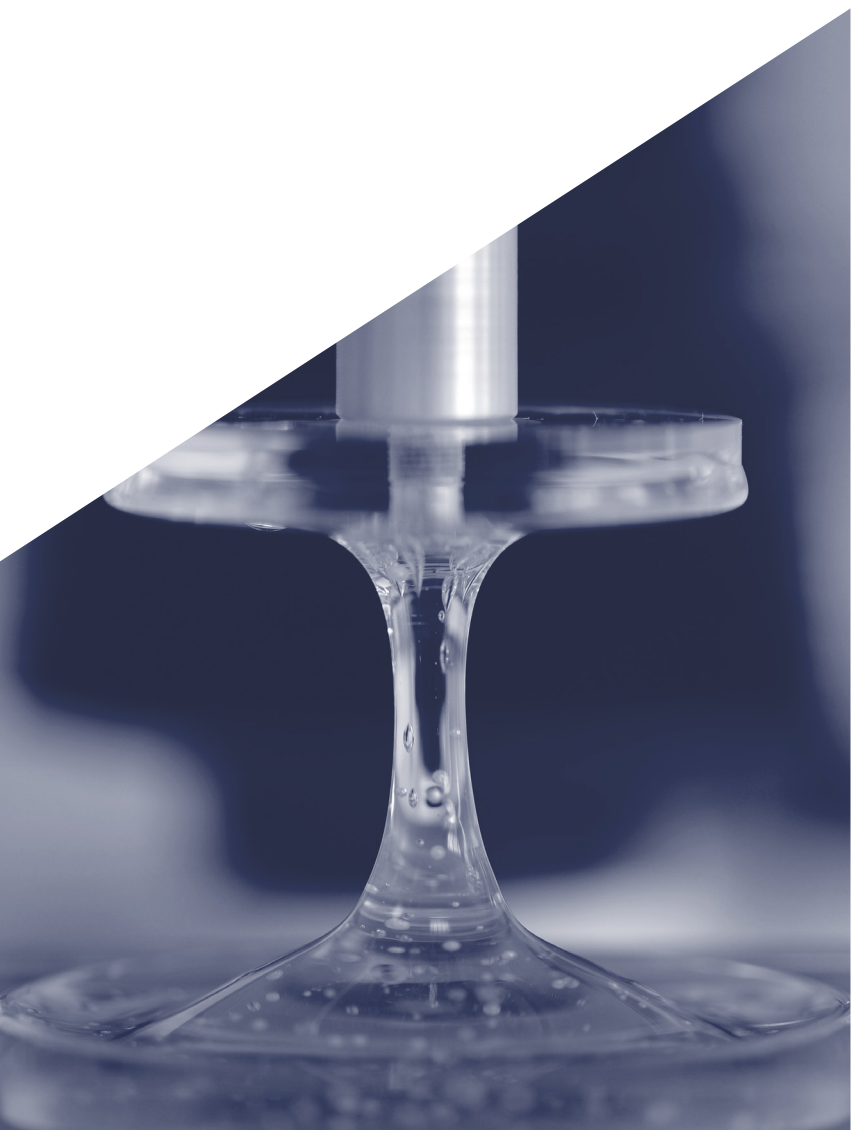
Your rheology specialist

With over 45 years of experience, COATEX is a world-leading producer of waterborne rheology modifiers. Thanks to its strong know how in rheology of water base systems and complex formulations, COATEX is serving a wide spectra of markets with high-performance products. With manufacturing facilities strategically located in France, US, Brazil and China, COATEX delivers products and provides technical supports to any kind of partners all over the world.

A human size company and the power of a major group

Being part of the ARKEMA group provides COATEX synergies with a key leader of global chemical industry. Thanks to this membership, COATEX is integrated on key raw materials and this enables us to ensure an excellent **safety of supply**.

We also benefit from a synergy on R&D projects with an access to the latest innovations and the best knowledge on **new future technologies**.



A NEW EXPERIENCE OF SENSORIALITY AND TEXTURE...

The quest for original and innovative textures is a permanent driver for cosmetic formulators to feed consumers' expectations of **new sensations**. Evidence of this trend is around us in all areas of life. When a consumer opens a jar of face cream or squeezes out some shower gel, his **perception** is instantly influenced by the way the product looks and feels.

Fuelled by their passion for innovation and their strong know how of rheology, COATEX researchers are working to shape the future with new generations of rheology modifiers.

RHEOSTYL™ RANGE

Let your fantasy run free!

In line with the latest trends of the beauty and personal care market, the Rheostyl™ range was designed to combine 3 key properties:

CLARITY

TEXTURE AND THICKENING

SUSPENSION OF BEADS AND OILS

With Rheostyl™ products, formulators will be able to unleash their creativity and push the boundaries of aesthetics and sensoriality.



INNOVATION & SUSTAINABILITY

Innovation is our DNA!

COATEX' success stems from its commitment to continuous research. From local to global needs, COATEX is fully dedicated to **enhance product performances** through major patented innovations. Tailor-made polymers developped with **in-house associative monomers** specifically designed by COATEX chemists is the source of COATEX originality.

The development of the **Rheostyl™** range is the result of a clear strategy with several years of research led by a team dedicated to the market.

Sustainability always in mind!

Sustainability and environment is in the core of COATEX management strategy. From its origins, COATEX has designed polymers exclusively in water. Thanks to **this eco-friendly water-based chemistry**, COATEX is strongly committed to lower environmental footprint of process and products all along the value chain. This commitment in continuous improvement has already a high level of recognition by specialized ranking agencies such as **Carbon Disclosure Project (CDP)** and **Ecovadis**.



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