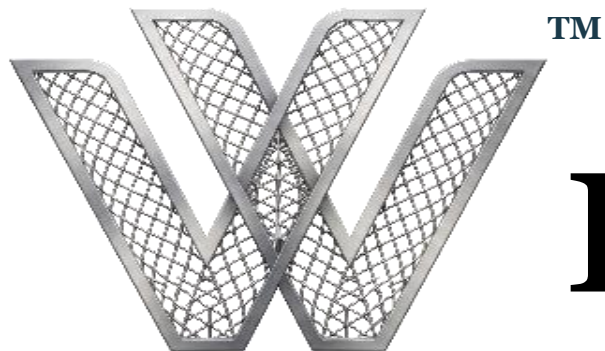




RheoMatrixTM

Advanced Organoclay Rheology Modifiers

Pre-activated mastergel technology engineered for superior particle suspension, shear-thinning flow, and ultimate formulation stability.

Beauty, Engineered.





RheoMatrix™ Table of Contents

A complete guide to every section of this presentation.

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RheoMatrix™ Technology Platform

"Precision rheology is the architectural foundation of every world-class cosmetic experience."



Organoclay Network

Features high-purity Hectorite/Quaternium-90 Bentonite clays dispersed into optimized carrier solvents for rapid matrix buildup.



Pre-Activated Efficiency

Fully activated with Propylene Carbonate, eliminating the need for high-shear energy or polar activator additions during compounding.



Shear-Thinning Control

Delivers true thixotropic behavior—high yield stress at rest for particle suspension with silky, effortless shear-thinning during application



The RheoMatrix™ Variant Family

RheoMatrix™ IDD

Isododecane Base

Core Attribute: Volatile, feather-light carrier.

Designed for long-wear color cosmetics, transfer-proof lipsticks, and lightweight waterproof formulations.

RheoMatrix™ PTIS

PTIS Base

Core Attribute: High-viscosity, high-refractive index.

Tailored for high-gloss lip products, cushiony lip oils, and plush, high-cushion color systems.

RheoMatrix™ CCT

Caprylic/Capric Triglyceride

Core Attribute: Bio-based, natural emollient profile.

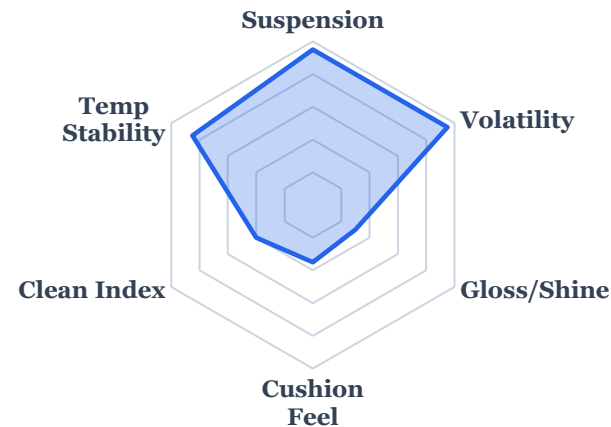
Ideal for clean skincare emulsions, anhydrous makeup balms, suncare, and natural cosmetic lines.



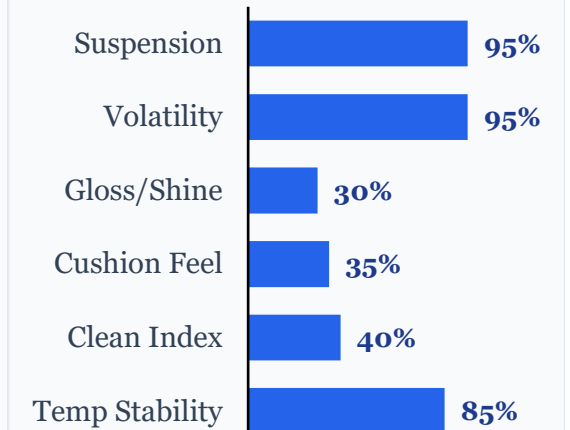
RheoMatrix™ IDD Profile & Attributes

INCI Name: Isododecane (and) Hectorite
(and) Propylene Carbonate

- Weightless Volatility:** Evaporates cleanly without sticky residue, leaving a uniform structural film.
- Transfer Resistance:** Ideal structural anchor for smudge-proof liquid lipsticks and long-wear foundations.
- Pigment Suspension:** Prevents pigment settling and float in low-viscosity volatile solvent bases.



Performance Ratings





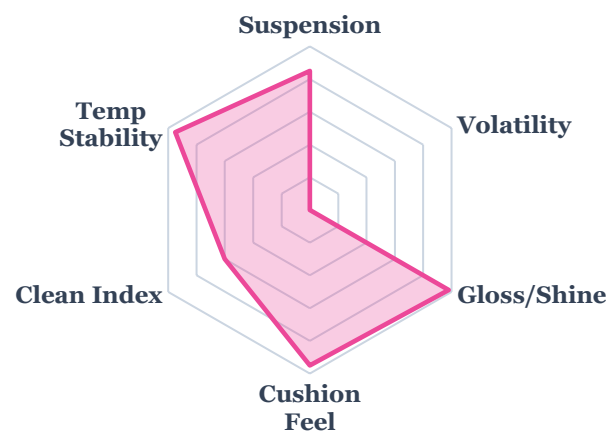
RheoMatrix™ PTIS Profile & Attributes

INCI Name: : Pentaerythrityl Tetraisoostearate
(and) Hectorite (and) Propylene Carbonate

💎 **Mirror-Shine Gloss:** High refractive index delivers brilliant optical clarity and intense lip shine.

👤 **Plush Cushion Feel:** Provides luxurious, cushiony payoff and comfortable lip wear without tackiness.

🔥 **Thermal Stability:** Prevents sweating, bleeding, and deformation in hot-pour lipstick sticks.



Performance Ratings

Suspension		85%
Volatility		0%
Gloss/Shine		98%
Cushion Feel		95%
Clean Index		60%
Temp Stability		95%



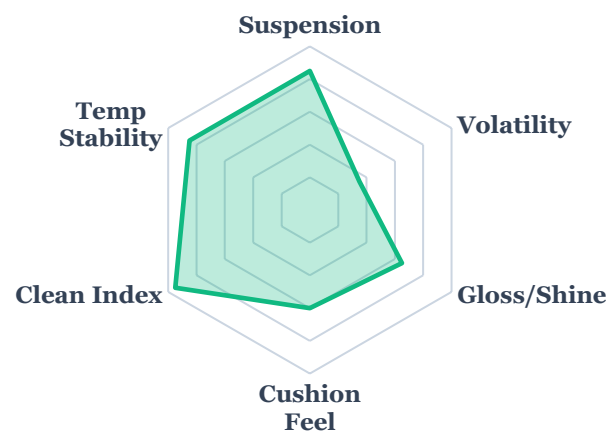
RheoMatrix™ CCT Profile & Attributes

INCI Name: : Caprylic/Capric Triglyceride
(and) Hectorite (and) Propylene Carbonate

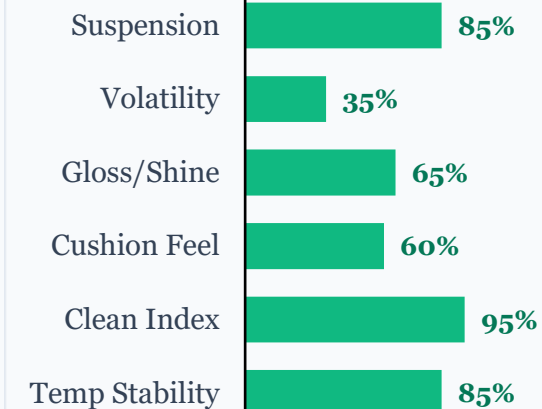
 **Naturally Derived:** MCT ester base fully aligned with bio-based clean beauty standards.

 **Skincare Synergy:** Excellent skin compatibility for facial creams, oils, and mineral suncare

 **UV Filter Stabilization:** Holds inorganic TiO₂ and ZnO particles evenly in suspension.

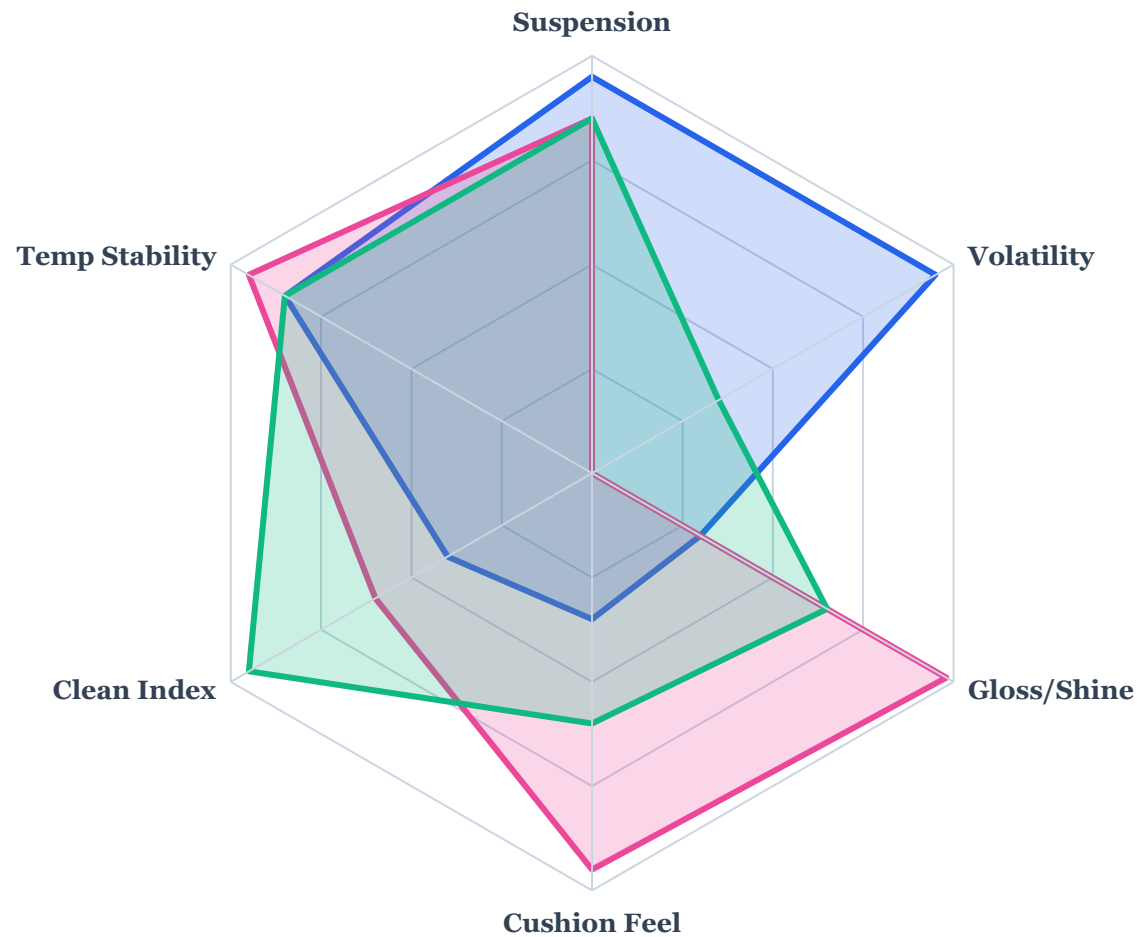


Performance Ratings





RheoMatrix™ Comparative Radar Overlay



Profile Differentiation

RheoMatrix™ IDD: Dominates in dry-down volatility and weightless quick-setting performance.

RheoMatrix™ PTIS: Outperforms in mirror-shine optical gloss and plush cushion texture.

RheoMatrix™ CCT: Leads in bio-based sustainability and skincare-emulsion compatibility.

■ IDD

■ PTIS

■ CCT

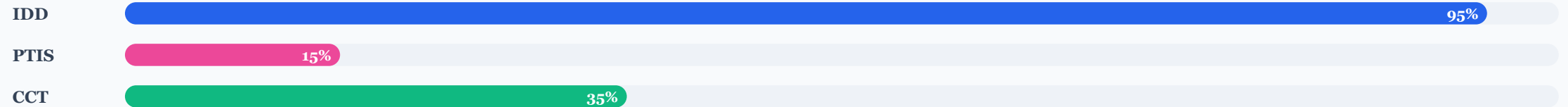


RheoMatrix™ Comparative Bar Analysis

Suspension & Yield Stress



Volatility & Quick-Dry



Optical Gloss & Shine



Cushion & Texture Feel





RheoMatrix™ Variant Technical Matrix

Attribute	RheoMatrix™ IDD	RheoMatrix™ PTIS	RheoMatrix™ CCT
Carrier Solvent	Isododecane	Pentaerythrityl Tetraisostearate	Caprylic/Capric Triglyceride
Sensory Profile	Volatile, quick-dry, weightless	Rich, cushiony, high-gloss	Smooth, natural, silky emollient
Yield Stress / Body	High structure build	High cushion gel matrix	Medium-high versatile matrix
Primary Function	Long-wear & transfer proofing	Gloss enhancement & stick body	Natural skincare & suncare stability
Ideal Products	Liquid lipstick, mascara, eyeliner	Lip gloss, lip oils, bullet lipstick	Facial creams, sunscreens, balms



RheoMatrix™ Performance Claims Grid

Variant	Suspension	Quick-Dry	High Shine	Cushion Feel	Clean Beauty
RheoMatrix™ IDD	★★★★★	★★★★★	★★★☆☆	★★★☆☆	★★★★☆
RheoMatrix™ PTIS	★★★★☆	★★☆☆☆	★★★★★	★★★★★	★★★★☆
RheoMatrix™ CCT	★★★★☆	★★☆☆☆	★★★☆☆	★★★☆☆	★★★★★

* Gold highlight indicates category leader for each specific performance parameter.



RheoMatrix™ Formulator's Advantage

Cold Processable

Can be incorporated directly into oil phases at room temperature, saving energy and reducing batch cycle times in production.

Batch Reproducibility

Pre-dispersed clay particles ensure perfectly consistent viscosity and yield stress from lab scale to full manufacturing.

No Polar Activators

Propylene Carbonate is pre-blended at optimal stoichiometric ratios, eliminating activator calculation errors.

Thermal Resistance

Maintains gel integrity and prevents syneresis across high-temperature stability testing (45°C - 50°C).



RheoMatrix™ Incorporation Guidelines

Recommended Use Level: Typical addition ranges from 2.0% to 15.0% depending on desired rheology.

Addition Order: Add RheoMatrix™ to the main oil/solvent phase early in the compounding procedure.

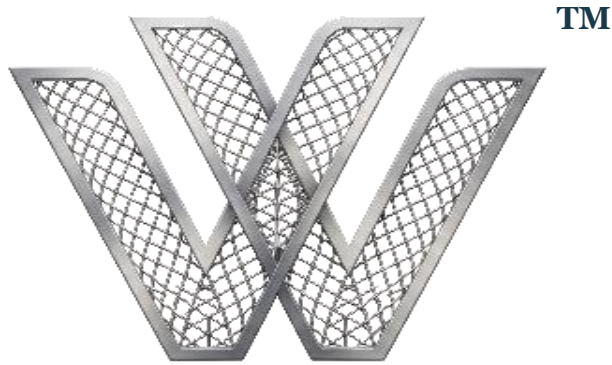
Mixing Protocol: Moderate shear dispersion for 10-15 minutes ensures full network homogenization.

Pigment Grind: Can be used as a wetting and grinding medium for titanium dioxide, iron oxides, and pearls.

💡 Pro-Tip for Chemists

When combining RheoMatrix™ with active film formers (such as silicone resins or acrylic copolymers), incorporate RheoMatrix™ first to establish the suspension matrix before adding film-forming polymers.

Thank You



RheoMatrixTM

Beauty, Engineered.



UKD GROUP

Proprietary Technology Platform

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