

Gafquat® polymer builds body. Without build-up.

When you formulate a conditioner or shampoo with Gafquat® quaternary polymers, you're building in customer satisfaction along with substantivity. Hair treated with Gafquat polymer has the same healthy look and natural feel after the tenth application as after the first. It stays silky, soft and natural. That's because Gafquat doesn't build up on the hair as some other types of polymers do.

And Gafquat polymer holds its viscosity. The last drops from the bottle or tube have the same feel as the first. You're not left with a thin watery liquid.

Gafquat polymer works in all kinds of conditioners

and rinses to make hair more manageable and give it more body. We have formulations galore that we'll be glad to share with you, and a large application lab to put at your service. We can even try out your formulations in our own salon.

Try Gafquat polymer for skin care products, too. Its pleasing feel and innocuousness make it a valuable ingredient in creams, cosmetics and soaps.

Write today for extensive technical data:

GAF Corporation, Acetylene Chemicals Department,
140 West 51 Street, New York, N.Y. 10020 or call: Outside
N.Y. State (800) 223-0344 or in N.Y. State (800) 552-5250.

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Products for Cosmetics

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