



The chemistry is right.

Theirs, yours and ours. The formulation of special creams and lotions does require very special skills.

Yours? They're recognized through product sales successes. Ours? Behind the scenes, with a family of BENTONE® GEL* rheological additives that are recognized for providing a creamy, emollient feel. Outstanding heat stability. Excellent suspension properties. Aesthetics.

Whatever your line, we have a complete line of gellants and thixotropes. All with the quality you would expect from the company with over 100 years' experience in helping people solve formulation problems.

For more information, please talk with your NL representative. Or contact NL Chemicals/ NL Industries, Inc., P.O. Box 700, Hightstown, NJ 08520 (609) 443-2559.

NL Chemicals

*BENTONE GEL is a trademark of NL Industries, Inc.

Circle No. 173 on Reader Inquiry Card