

Luviquats do great things for my hair—

- they make wet combing easy
- they cut static electricity
- they add fullness and body
- repair it when it's damaged and make it even stronger.

Luviquats make my skin feel great—

- they make lotions and creams spread easily
- and make my skin smooth and supple.

And, technically, they're very appealing—

- they're aqueous solutions of a methylvinylimidazolium chloride (QVI) and vinylpyrrolidone (VP) in 3 QVI:VP ratios: 95:5, 50:50, 30:70 with a cationic activity that increases with the proportion of QVI.
 - they are readily soluble in water, ethanol and mixtures of water and alcohol.
 - they are all ideal for setting lotions, mousses, bleaches, dyes, skin preparations, and shaving foams.
 - FC370 and FC550 are compatible with anionic surfactants and work beautifully in shampoos, gels, and liquid soaps.
- They are also film formers that impart body and lubricity to hair without unwelcome build-up.

Luviquat®
Available in 3 Grades:
FC370, FC550 and
FC905 for controlled
properties.

BASF Corporation
Chemicals Division
100 Cherry Hill Road
Parsippany, NJ 07054
1-800-526-1072 Ext. 5278

Intermediates and Fine Chemicals

BASF

Luviquat®
**Not just another
polyquat**