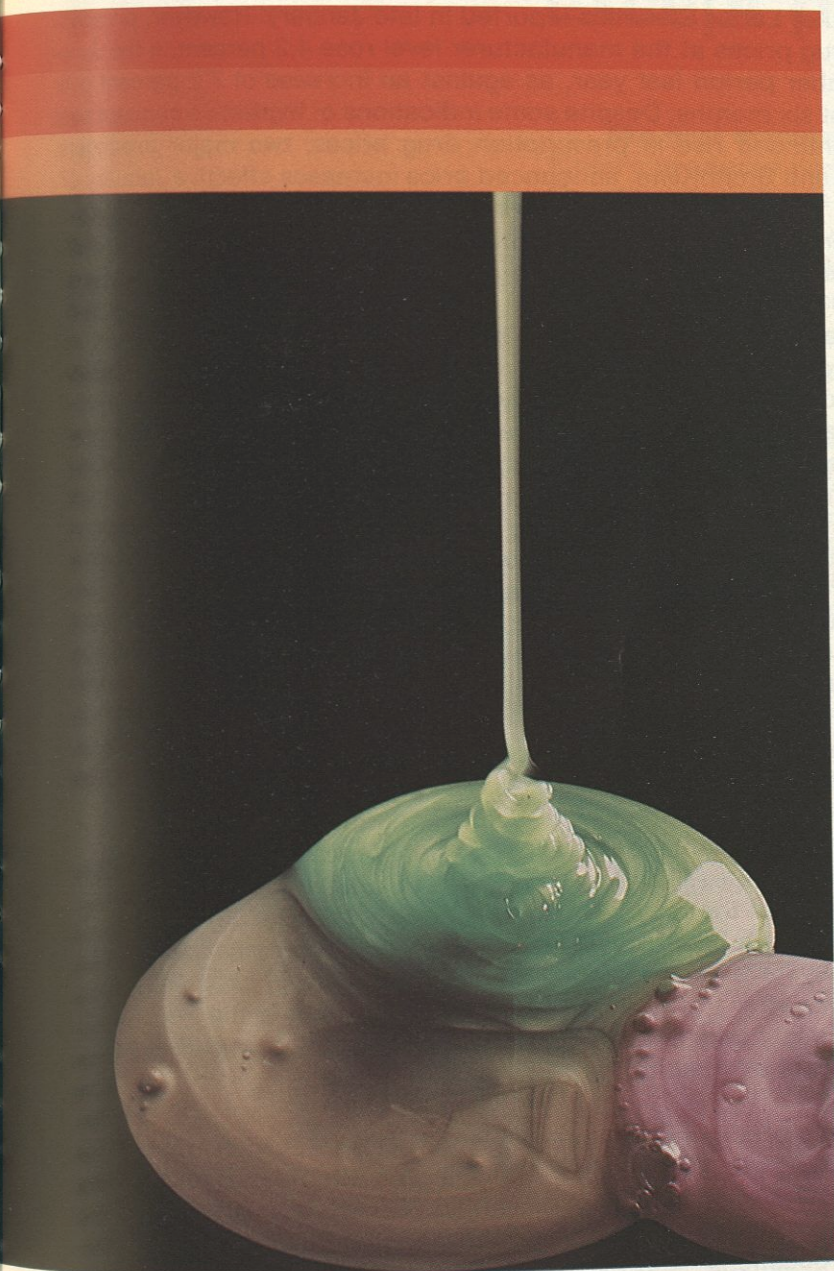


Pearlescence says quality in cosmetic formulations... Euperlan® products say it best.



Richer and creamier appearance is the Something Extra that attracts consumers to your cosmetics and personal care products, and the pearly lustre of EUPERLAN does it best. In emulsion-type shampoos and bath and shower preparations, EUPERLAN pearly sheen concentrates add a softness and reflect all the quality you have built into your products.

Also, EUPERLAN concentrates can be processed into your products cold, saving you the time and energy less soluble products can require. However, the concentrates are not temperature sensitive and should retain their stability throughout the temperature range your product normally must handle.

We would like to tell you more about EUPERLAN products—including our new liquid version of EUPERLAN® PK 810—and about Henkel. 1981 marked our 50th year as large scale producers of fatty alcohols by high pressure hydrogenation.

For more information about EUPERLAN concentrates, or other exciting products such as our CUTINA® CP Cetyl Palmitate, write to: Dehydag Products, Henkel Corporation, DCI- 33, 255 West Spring Valley Ave., Maywood, N.J. 07606

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