

<h3>HomeCare</h3> <p>Rheozan® BLC is a new, natural, 100% biodegradable rheological agent that offers possibilities to suspend objects in detergent formulations without impacting perceived viscosity.</p>	<h3>Content</h3> <ul style="list-style-type: none">• A Biodegradable Suspension Agent for Home Care Applications• The Versatile Role of Rheozan® BLC in Low Viscosity Applications• Main Attributes of Rheozan® BLC in Home Care Formulations• A Biotechnology Product• What Consumer Trends Does It Answer?• Consistent Olfactory Benefits During Liquid Laundry Shelf-Life• Rheozan® BLC at a Glance!
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A Biodegradable Suspension Agent for Home Care Applications

Rheozan® BLC is a **ready to use liquid bacterial cellulose**. This natural and biodegradable polymer offers exceptional suspension capabilities in home care products **without increasing the formulation viscosity**. When incorporated into liquid home care formula, the cellulosic fibers create a 3D entangled network, ensuring superior suspension properties. This innovative polymer is especially suitable for suspending particles, active ingredients, or other insoluble components in aqueous solutions without altering the perceived viscosity of the formulation.

- Typical usage level 2-7,5%
- No incompatibility to any surfactants, it is compatible with cationic polymers
- Liquid
- 2<pH<12
- Salt & enzyme tolerant

Identification INCI Name:
WATER, CELLULOSE, GLYCERIN, CELLULOSE GUM, SODIUM BENZOATE

The Versatile Role of Rheozan® BLC in Low Viscosity Applications

With sensorial properties and well-being related features taking more and more importance in homecare, a typical application of Rheozan® BLC is concentration and suspension of fragrance capsules at high concentration in liquid laundry detergent. Rheozan® BLC allows adding more fragrance to laundry care products and ensuring consistency of fragrance benefits for consumers during liquid laundry shelf-life.

Other typical applications include creation of **visual clues in hand dish wash liquid**, suspension of abrasive particles in toilet bowl cleaners or of zinc pyrithione in laundry sanitizers.

Rheozan® BLC can also be used in conjunction with **Rheomer® FC NAT**, Syensqo's natural thickening polymer and synergistically with **Miracare® Biopacify** to provide 100% natural and biodegradable opacification to home care formulas.

Main Attributes of Rheozan® BLC in Home Care Formulations

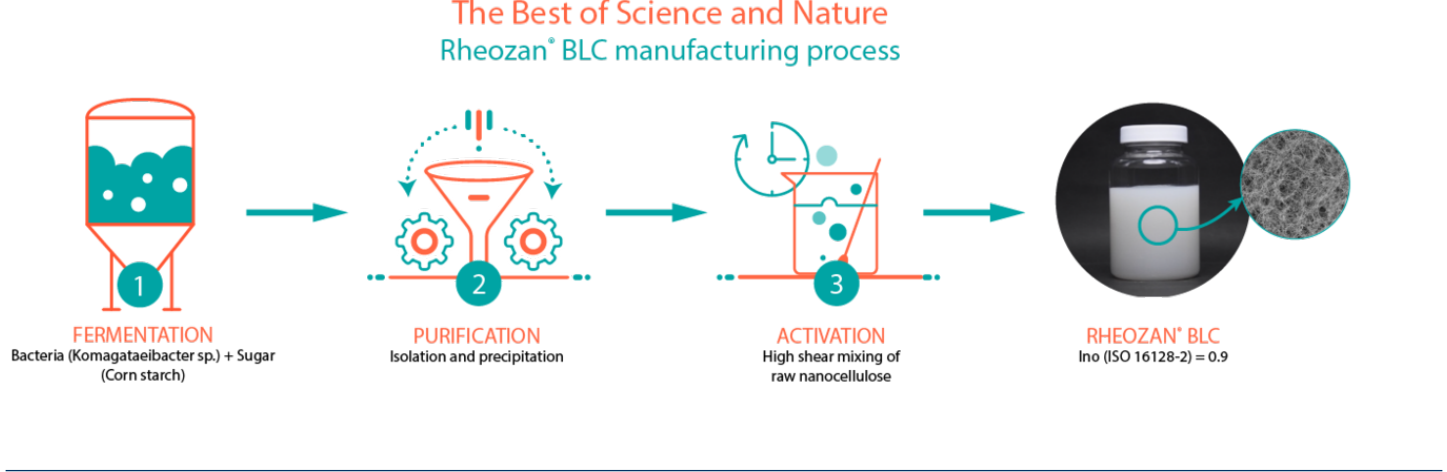
- 100% natural and biodegradable solution
- Strong suspension at low active dosage with no impact on flow viscosity
- Enables the concentration of fragrance capsules in liquid laundry
- Liquid form easy to integrate in a wide range of homecare formula
- Compatible with all type of surfactants including cationic for fabric softeners
- Excellent compatibility with enzymes



A Biotechnology Product

Rheozan® BLC is derived from a **biosynthesis process** involving the fermentation of starch by a specific strain of bacteria. This nature engineered ingredient is cultivated in a controlled environment offering reproducible **product quality and safety**.

Besides its sustainable production mode, Rheozan® BLC is also carbon efficient, with high performance at low active dosage. This clean ingredient opens new possibilities for formulation innovation and responds to the market demand for biodegradable solutions.



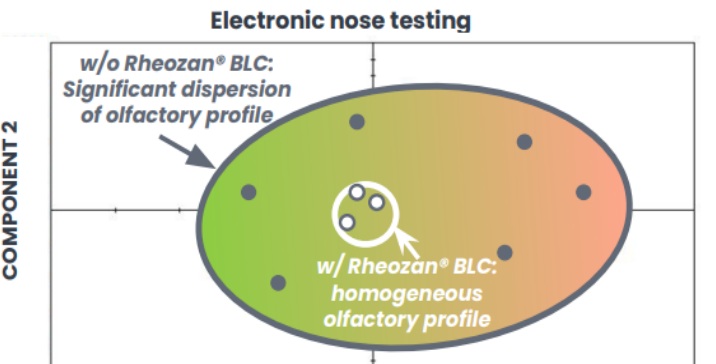
What Consumer Trends Does It Answer?

- A completely **natural and readily biodegradable** ingredient derived from biosynthesis processes
- Adds new features to homecare products by **allowing suspension of various particulates**
- Allows concentrating fragrance capsules in liquid laundry for an **enhanced consumer experience**

Consistent Olfactory Benefits During Liquid Laundry Shelf-Life

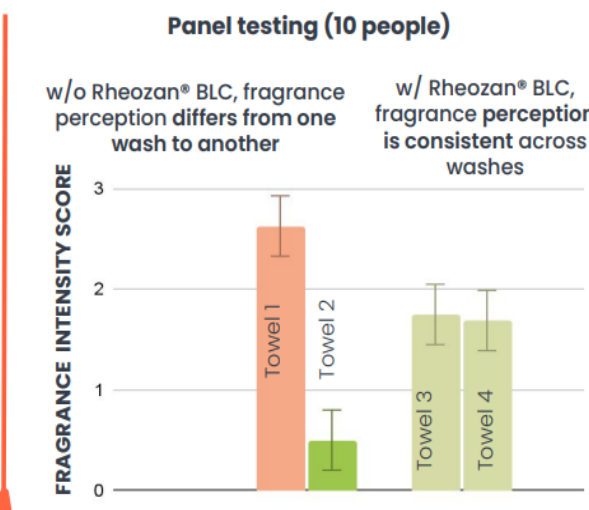
Towels washed w/ liquid laundry stored 1 month at 45°C, containing 0.3 wt.% fragrance capsules* w/ and w/o Rheozan® BLC

Electronic nose testing



- Towels **cleaned** using liquid laundry samples from **various locations** in bottle, **w/o** Rheozan® BLC
- Towels **cleaned** using liquid laundry samples from **various locations** in bottle, **w/ 1% Rheozan® BLC**

Panel testing (10 people)



w/o Rheozan® BLC, fragrance perception differs from one wash to another

w/ Rheozan® BLC, fragrance perception is consistent across washes

Stabilization of fragrance capsules by Rheozan® BLC leads to more consistency in fragrance delivery to fabrics during laundry shelf-life, as evaluated by e-nose and panel testing

Rheozan® BLC at a Glance!

Category	Function	Benefits	Applications
<ul style="list-style-type: none">• Home Care	<ul style="list-style-type: none">• Suspension aid	<ul style="list-style-type: none">• Improves compatibility• No impact on viscosity• Easily soluble• Stable across a wide range of PH• High RCI• Biodegradable	<ul style="list-style-type: none">• Laundry detergents• Hand wash• Dish wash• Cleaners