RITA CORPORATION

Cationic Compounds, Conditioning and Styling Aids

RITA CORP

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GENERAL PRODUCT LISTING

Methyl Glucose Esters

Acritamers - Carbomers

Emollients

Natural Butters

Emulsifiers

Ritamulse SCG - natural emulsifier

Glycol and Glyceryl Esters

Cationic Compounds, Conditioning and Styling Aids

Ritafactants with Lactylate - sulfate free surfactants

Ritafactants - sugar and amino acids based surfactants

Ritafactants - Anhydrous surfactant blends

Ritapan - Panthenol

Natural Oils

Natural Butters

Lanolin and Lanolin Derivatives

Cationic Compounds, Conditioning and Styling Aids

PHYSICAL PRROPERTIES	BTAC 228	BTMS 225	Ritaquta 7	Ritaquta 125	Ritaquta 400	Ritaquta 3000	Rita PVP K-30 (30% solution)	Rita PVP K-30P Powder	Rita PVP K-90 (20% Solution)	Rita PVP K-90P
INCI NAME	Behentrimonium Chloride	Behentrimonium Methosulfate, Cetearyl Alcohol	Polyquaternium-7	Polyquaternium-10	Polyquaternium-10	Polyquaternium-10	PVP	PVP	PVP	PVP
APPEARANCE	White flake	White flake	Clear liquid	Light yellowish powder	Light yellowish powder	Light yellowish powder	Clear colorless viscous fluid	Powder	Clear colorless viscous fluid	Powder
% SOLIDS	N/A	5 Max	N/A	91 Min	91 Min	91 Min	27-32	95	19-21	95
ACTIVITY, %	79-85	24-26	8-10	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Cationic Compounds

BTAC 228

The BTAC 228, Behentrimonium Chloride is derived from a natural source: the seeds of Brassica rapa olifera, also called canola or rapeseed, which is part of the mustard plant family. An excellent emulsifier with anti-static and conditioning properties. Primarily used in hair care in products like: conditioners, dyes, mousses, shampoos and moisturizing treatments. It reduces static and frizzing while improving wet and dry combing properties of the products.

BTMS 225

BTMS 225 is a Behentrimonium Methosulfate and Cetearyl Alcohol blend. A key ingredient in conditioning hair care products. This cationic provides long- lasting hydration, conditioning, lubricity, static control and helps reduce friction/pull during wet comb-outs and brushing. BTMS 225 helps hair retain a springy bounce and increases volume, while leaving it feeling silky smooth. It is also highly effective for use in skin and body care products, leaving a light, powdery soft and non-greasy feel.

CLAIMS

Moisturization
Strengthening damaged hair
Decrease static and hair frizz
Thickening
Emulsification
Lubricity booster
Reduces friction of combing
Detangling

APPLICATIONS

Creams/Lotions
Shampoos
Conditioners
Baby creams and lotions
Mousse
Hair Dyes
Hair Strengtheners
Hand Soaps
Depilatory creams
Body Soaps

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Ritaquta

RITA Corporation's Polyquaternium-10 products are high quality cationic hydroxyethyl cellulose derivatives. The Ritaquta products are highly substantive to both skin and hair and very mild in personal care products. In hair care applications they can lay down a continuous film on the hair shaft, hence imparting extra body, firmness, and texture to the hair.

Unlike cationic surfactants, the cationic poles of these molecules are not attached to a fatty moiety, instead they are integrated into a polymeric structure of hydroxyethyl cellulose. The Ritaquta products are especially useful for protecting and strengthening damaged hair from treatment processes and UV damage. When absorbed on hair or skin the Ritaquta products help in moisturization, luster and overall manageability. They can be good texturizing agents that can make combing and styling easy, decrease static effects and protect already damaged hair. They are also particularly good thickeners which are stable with various inorganic salts and over a wide pH range.

CLAIMS

Moisturization

Strengthening damaged hair

Decrease static and hair frizz

Good thickening and emulsification properties

Reduce friction during combing

APPLICATIONS

Skin Creams/Lotions
Shampoos
Hair Conditioners
Sun Care products
Baby creams and lotions
Mousse
Hair Dyes
Hair Strengtheners
Hand Soaps
Depilatory creams
Body Soaps

PVP Styling Aids

Polyvinylpyrrolidone (PVP), is a water-soluble polymer made from N-vinylpyrrolidone. PVP is available in a range of molecular weights and related viscosities, and can be selected according to the desired application properties

PVP is used in hair styling products such as sprays, gels and pomades.

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Cationic Compounds, Conditioning and Styling Aids

HIGH MOISTURE
HAIR CONDITIONER

DI Water	Q.S. to 100%
Esaflor 0X-14B Guar Hydroxypropyltrimonium Chloride	0.35%
Ritasil SQ 2050 Silicone Quaternium-17	0.20%
Rita BTAC Behentrimonium Chloride	3.00%
Rita CA Cetyl Alcohol	6.00%
Rita GMS Glyceryl Stearate	2.00%
Rita Coconut Oil 76 Cocos Nucifera (Coconut) Oil	1.00%
Rita Argan Oil Argania Spinosa Kernel Oil	1.00%
Ritapan D Panthenol	0.50%
Amitose R Dihydroxypropyl Arginine HCl	0.50%
Ormagel XPU Hypnea Musciformis Extract, Gellidiela Acerosa Extract, Sargassum Filipendula Extract, Sorbitol	0.50%
Ritasil 949 Amodimethicone, Trideceth-12, Cetrimonium Chloride	1.00%
Phenoxyethanol Phenoxyethanol	1.00%

MEDIUM HOLD
HAIR POMADE

DI Water	Q.S. to 100%
Esaflor HM22 C18-22 HydroxyAlkyl Hydroxypropyl Guar	0.15%
Ritamulse SCG Glyceryl Stearate, Cetearyl Alcohol, Sodium Stearoyl Lactylate	8.00%
Rita Coconut Oil 76 Cocos Nucifera (Coconut) Oil	3.00%
Ritasil DM 350 Dimethicone	0.75%
Rita PVP K-30 (30% solution) PVP	5.00%
Phenoxyethanol Phenoxyethanol	1.00%

CONDITIONING
SHAMPOO

DI Water	Q.S. to 100%
Ritaquta 125 Polyquaternium 10	0.30%
Ritasil SQ 2050 Silicone Quaternium-17	0.20%
Ritafactant 138LG Lauryl Glucoside, Sodium Lauroyl Lactylate	17.00%
Ritafactant SCI-2 Cocamidopropyl Betaine, Sodium Cocoyl Isethionate	15.00%
Ritafactant LS-30 Sodium Lauroyl Sarcosinate	8.00%
Ritapan D Panthenol	0.50%
Vegetamide 18-MEA NJS Cetearamidoethyl Diethonium Succinoyl Hydrolyzed Pea Protein	1.00%
Amitose R Dihydroxypropyl Arginine HCl	1.00%
Ormagel XPU PE Hypnea Musciformis Extract, Gellidiela Acerosa Extract, Sargassum Filipendula Extract, Sorbitol	1.00%
Phenoxyethanol Phenoxyethanol	1.00%

THERMAL PROTECTION
HAIR SPRAY

DI Water	Q.S. to 100%
Ritaquta 125 Polyquaternium-10	0.25%
Rita BTMS 225 Behentrimonium Methosulfate, Cetearyl Alcohol	2.00%
Ritasil SP 1005 PEG-12 Dimethicone	0.50%
Ritasil 949 Amodimethicone, Trideceth-12, Cetrimonium Chloride	1.50%
Ormagel XPU PE Hypnea Musciformis Extract, Gellidiela Acerosa Extract, Sargassum Filipendula Extract, Sorbitol	1.00%
Rita G-26 Glycereth-26	0.75%
Propylene Glycol Propylene Glycol	2.50%
Phenoxyethanol Phenoxyethanol	1.00%

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Eco-Friendly Meets Zero Waste Innovation

Substantially Anhydrous Surfactants

Low water, specialty surfactants ideal for use in water-soluble pre-dosed applications.
Free from sulfates, preservatives, parabens, dioxane, phthalates, silicones, PEGs and EO.

- Green & Clean
- Plant-based Ingredients
- High Foaming
- USDA Biobased Certified
- RSPO MB Certified Palm
- NO PROP 65 Substances
- Readily Biodegradable

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USDA CERTIFIED BIOBASED PRODUCT

MIXED