

iMOIST HU

INCI Name (US): Hydroxyethyl Urea

INCI Name (EU): Hydroxyethyl Urea

CAS #: 2078-71-9

**General Information/
Characteristics:**

Hydroxyethyl Urea is classified as skin conditioning agent and humectant. Hydroxyethyl Urea is a moisturizing agent that offers excellent moisturization and skin elasticity. It significantly improves sensory skin feel can be used in skin care products without imparting stickiness or tackiness to the formulation. Consequently, little or no addition of aesthetic modifiers is required to improve final skin feel. H.U moisturizers and strengthens the skin's barrier and improves penetration of other ingredients. As it aids in protein synthesis and provides skin with beneficial nitrogen. In addition, it boasts antibacterial, antiviral and antimicrobial properties.

Benefits / Application:

Benefits:

1. It has better moisturizing ability compare with glycerin or other agents
2. It can easy reach horniness and improve the elasticity of skin.
3. It has better synergistic reaction with other agents.
4. It has better skin feeling.

Hair care benefits:

- Affinitive to hair as it serves as a humectant and moisturizer as it forms a transparent, continuous and non-tacky film.
- Provides a soft texture and manageability.

Skin care benefits:

- Moisturizing, humectant and soothing properties.
- Used in facial moisturizers/lotion and anti-aging treatments.
- Imparts lubricous and moist feeling to skin.

Applications:

It can be used in many kinds of cosmetics. If the cream system is acidity, it can be dissolved in water at first. then add this solution into the cream at 60°C and the cream will be much stable. It easily dissolves in water.

Formulations Advices: Usage levels: 0.5 - 5%

Regulatory Status: Not specific regulations.

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Physical-Chemical Properties:

| | |
|------------------|------------------|
| Appearance | Crystal Powder |
| Color | White |
| Content | ≥98.0% |
| pH value (25 °C) | 6.5 - 7.5 |
| Heavy metal | Max. ≤ 0.002% |
| Solubility | Soluble in water |
| Loss on Drying | <1.0% |

**These values indicate typical specification; they are not intended to be used as product specifications*

Additives:

None.

Shelf Life / Storage Conditions:

3-year validity. Store at room temperature in a cool and dry place.

Packaging:

Packing in carton, inner sealed with 1kg*20 aluminium foil bag.
Packing in paper drum, inner sealed with 1kg*20 aluminium foil bag or 20kg plastic bag.

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