

# VARISOFT® EQ 90

Take a step into sustainable hair conditioning



## CONDITIONING AGENT DESIGNED FOR THE LOWEST ENVIRONMENTAL IMPACT

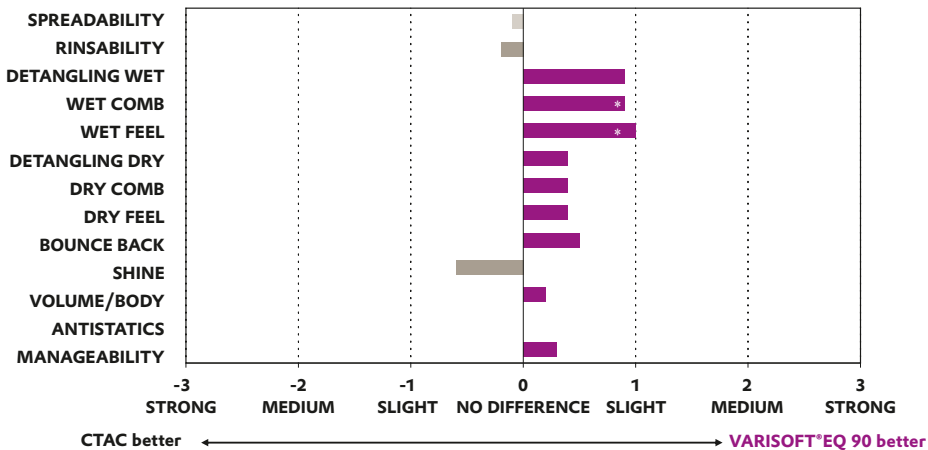
- INCI: Dioleoyl ethyl Hydroxyethylmonium Methosulfate
- Readily biodegradable
- Not based on tropical oils
- Lower aquatic toxicity compared to conventional<sup>1</sup> quats
- Concentrated ingredient, without solvent or additives
- Cold processable
- Wide range of application possibilities: from conditioning shampoos, rinse-off and leave-in conditioners, to trendy hair care solid formats
- Very efficient conditioning

## CONDITIONING PERFORMANCE

Half-head conditioning test was conducted by the professional testing institute on 10 panelists with colored, damaged hair. VARISOFT® EQ 90 was compared to Behentrimonium Chloride (BTAC) in a rinse-out conditioner formula. The panel result demonstrates the perceptual preferences on the conditioner made with VARISOFT® EQ 90. The conditioning and positive sensorial attributes are notably apparent in wet comb and wet feel.

### PROFESSIONAL HALF-HEAD TEST RESULTS – VARISOFT® EQ 90 VS. BEHENTRIMONIUM CHLORIDE

Tested with 10 panelists by professional hairdressers<sup>2</sup>



#### Test formula:

##### rinse-out conditioner

1.0 % dermofeel NC MB

5.0 % Cetearyl Alcohol

1.0% a.m. quat

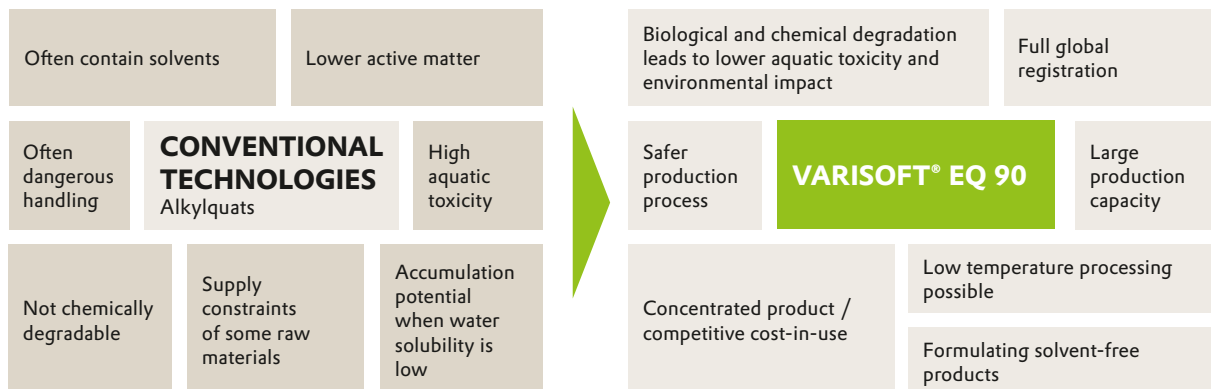
q.s. water

pH = 4.2

\*significant difference (p ≤ 0.05), Wilcoxon-Signed-Rank-Test

VARISOFT® EQ 90 is a **more sustainable alternative** to the conventional conditioning agents with outstanding conditioning and sensory benefits

## BENEFITS OF ESTERQUAT TECHNOLOGY – VARISOFT® EQ 90



Access detailed information about our products on intoBeauty® portal. Register to access!  
<https://intobeauty.evonik.com/>



<sup>1</sup> Compared to conventional monoalkyl quats, as BTAC and CTAC, and SAPDMA.

<sup>2</sup> Conducted externally by an independent test institute hair quality: European hair, medium-strongly damaged, colored

Evonik Operations GmbH  
 personal-care@evonik.com  
[www.evonik.com/personal-care](http://www.evonik.com/personal-care)