



# Cola<sup>®</sup>Mid 3458

INCI Name: Linoleamide DEA

## DESCRIPTION

**Cola<sup>®</sup>Mid 3458** is a linoleic diethanolamide (INCI Designation: Linoleamide DEA) designed to provide excellent foam stabilization, viscosity building, conditioning, and emulsification properties in shampoos, skin cleansers, and other personal care products. For industrial applications, it is an effective thickener and emulsifier for a variety of oils and is useful in the development of micro-emulsion detergent and solvent-based cleaners.

## TYPICAL PROPERTIES

Appearance	Clear Amber Liquid
pH (10% Solution)	11
Specific Gravity (25°C)	0.98
% Activity	100

## PERFORMANCE ATTRIBUTES

### Viscosity Building

System: Sodium Lauryl Ether Sulfate      13% active (by wt.)

**Cola<sup>®</sup>Mid 3458** - 4% active (by wt.)

<u>Viscosity of Above System</u>	<u>Viscosity*</u>	<u>Cylinder Shake** (Foaming) mls</u>	
		<u>1 Min.</u>	<u>5 Min.</u>
14,000 cps	900 cps	67	60

\*Above formulation diluted with 3% propylene glycol

\*\*Dilution 1 g/100 tap water

## EMULSIFICATION/DETERGENCY

An example of the outstanding water-in-oil emulsifying properties of **Cola<sup>®</sup>Mid 3458** is as follows:

By combining 10 parts (by wt.) of **Cola<sup>®</sup>Mid 3458** with 40 parts (by wt.) of mineral oil and slowly adding water with good agitation and shear, a stable water-in-oil emulsion can be prepared containing an unusually high percentage of water. As the water concentration is increased, the emulsion becomes more viscous, however does not invert to an oil-in-water emulsion until the concentration of oil is below 8% (by wt.).

The excellent oil emulsification properties of this low to moderate foaming alkanolamide suggest its use in degreasers and other hard surface cleaners.

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**WARRANTY**

Colonial Chemical guarantees that its products meet published specifications. No other warranties or guarantees are expressed or implied because the use of this material is beyond the control of Colonial Chemical.

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