

## PVP

### Specification Sheet

**Description:** PVP (polyvinylpyrrolidone) is a water soluble polymer with film forming properties. It is widely used in medicine (e.g. plasma volume expander or contact lenses). The molecular weight is K-90 (111.14 g/mol). White to off-white powder, bland odor. Soluble in water and alcoholic solvents (propanols, ethanol, glycerin), insoluble in oils and hydrocarbons.

**CAS:** 9003-39-8

**INCI Name:** Polyvinylpyrrolidone

**Benefits:**

- Effective thickening agent and film former for hair gels, hair sprays and adhesive powders and gels
- Usage level is limited only by viscosity
- Very pH stable, non-ionic and colorless
- Best when combined with carbomer or other thickeners to give stiffer hold in hair gels
- Acts also as a dispersant for titanium dioxide and organic pigments

**Use:** Typical use level 1-40%, about 4-7% in hair gels. Add to the water phase of formulations, hydrate & then mix well. For external use only.

**Applications:** Hair care products, adhesive film forming gels, color cosmetics.

**Country of Origin:** USA

**Raw material source:** N-vinylpyrrolidone

**Manufacture:** PVP is produced synthetically by polymerization of N-vinylpyrrolidone with hydrogen peroxide. N-vinylpyrrolidone is produced by vinylation of 2-pyrrolidone.

**Animal Testing:** Not animal tested

**GMO:** GMO-free (does not contain plant-derived components)

**Vegan:** Does not contain animal-derived components