

# ChemBrief



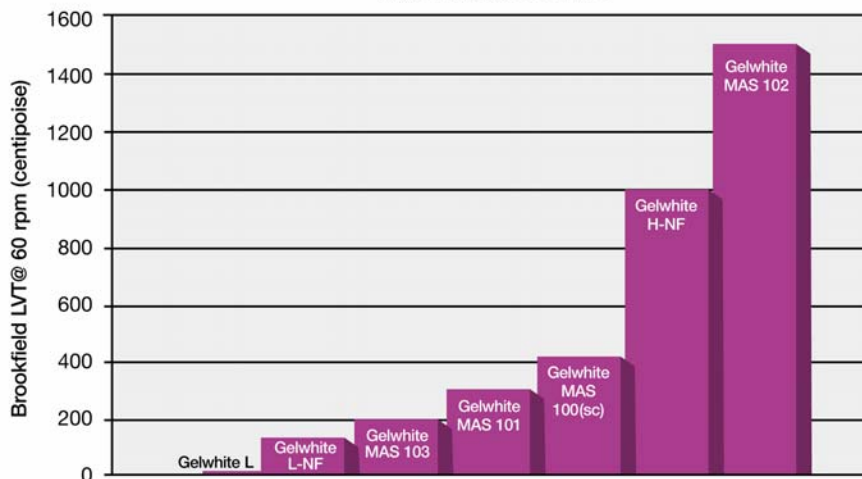
**Southern Clay Products, Inc.** • 1212 Church Street • Gonzales, Texas 78629  
Tel: (830) 672-2891 • Fax: (830) 672-1903

## Gelwhite® - rheology, suspension, and emulsion stabilization for Consumer Care Products.

When a formulation is developed for a consumer care product, a great deal of attention must be given to the appearance, the dispensability and the shelf life of the final product. In addition to the functional requirements, all of the components in the formulation must work together to create a product that appeals to the aesthetic perceptions of the consumer.

Southern Clay Products, Inc. manufactures a unique and natural, purified clay-based additive that provides the functional properties and visual appeal that formulators desire. The Gelwhite product line is manufactured from two of the whitest smectite deposits in the world. The mined smectite is brought to the plant and is subjected to a proprietary wet purification process that removes all non-clay portions of the smectite. The purified smectite is then dried and is sold in either powder or easy to disperse flake form. Individual Gelwhite products meet the USP-NF monograph for Bentonite, USP-NF monograph for Purified Bentonite, and CTFA monograph for Magnesium Aluminum Silicate.

**Gelwhite Product Viscosity**  
5% Gelwhite in Water



**Southern Clay Products, Inc.**  
Gonzales, TX USA  
830-672-2891  
www.scprod.com

**Rockwood Clay Additives**  
Widnes, UK  
44-151-495-2222

**Rockwood Clay Additives**  
(Singapore)  
65-6532-0676

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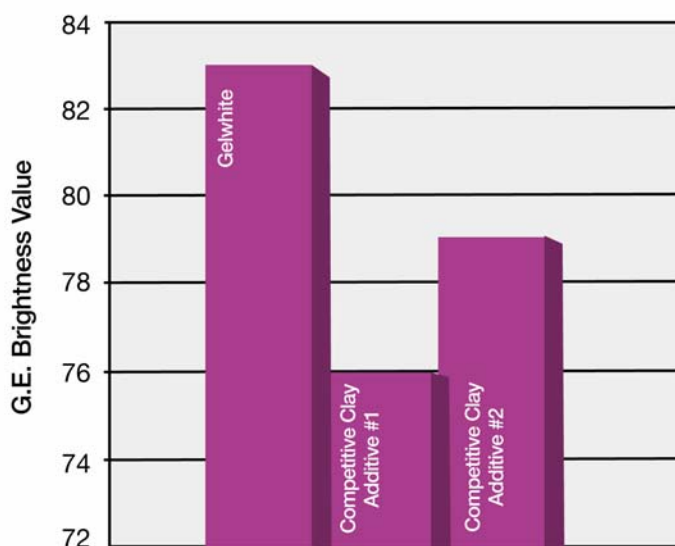
Gelwhite additives provide three main functions in a formulation. The first function is rheological control. Our wide range of Gelwhite products allows the formulator to choose one that has the exact viscosity and thixotropy needed to create the desired application viscosity and dispensability. Another function that Gelwhite additives provide is suspension of solids. Incorporating a Gelwhite product into a formulation will prevent settling of pigments, abrasives, spheres or other solids. Gelwhite products are also excellent at stabilizing oil in water emulsions. The very high whiteness of Gelwhite products will allow formulators to use less white pigments, and colored pigments will be truer to intended color in formulations because the Gelwhite products do not add any undesirable tints to formulations. All of the advantages of using Gelwhite translate into formulations with unique appearance and rheology that have excellent shelf life.

Applications in personal care, cosmetics and pharmaceuticals are almost infinite in number. Some common application areas are facial masks, color cosmetics, moisturizing lotions, medicated creams, hair conditioners and sunscreens. The unique rheological properties that our clay additives provide are ideally suited to products that are applied topically.

Applications in household, industrial and institutional cleaners are numerous. Our products can also be used to create formulations that adhere to surfaces with a minimum amount of dripping or sag. Our products can be used in a wide pH range, and are compatible with bleaches. Common applications in these areas include hard surface cleaners, toilet bowl cleaners, bleach cleaners, oven cleaners, metal polishes and laundry products.

Gelwhite products are manufactured at Southern Clay Products' ISO 9001-certified Gonzales, Texas facility using industry leading manufacturing and quality control practices. Southern Clay Products maintains an aggressive product development program, and prides itself on being able to attract top scientific talent. Our state-of-the-art laboratories and practices give Southern Clay Products a definite advantage over our competition. Let Southern Clay Products help you create unique and superior consumer care products.

### Dry Product Brightness



*For more information on how Southern Clay Products can assist you, please contact us at (800) 324-2891 or visit us on the internet at [www.scprod.com](http://www.scprod.com).*



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**ROCKWOOD**  
ADDITIVES

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