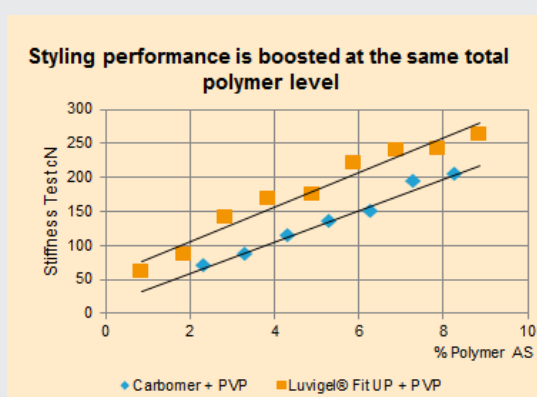


Luvigel® Fit UP: Change your thickener to boost your style

Luvigel® Fit UP - the speciality liquid thickener designed exclusively for use in hair styling products.

With Luvigel® Fit UP the choice is yours;



Boost performance or cut formulation costs

By changing your thickener to Luvigel® Fit UP you can boost the performance of your chosen hair styling polymer to the next level. It allows you to upgrade your formulations from normal to strong, from strong to extra strong or even from strong up to extreme.

Alternatively when you switch to Luvigel® Fit UP you can reduce styling polymer levels, achieve the same performance and save money; and lower polymer levels cause less flaking.

You can find additional information and contact your local BTC contact partner directly using the Solution Finder at <http://www.btc-europe.com/solutionfinder>.

Would you like to get regularly informations like this and many more from the world of BTC's speciality chemicals for your industry? Under www.btc-europe.com/newsletter you can subscribe to our Expertise Plus Newsletter specifically for your industry.