



## PER-SUST™ 504 Product Data Sheet

Ellamera PER-SUST 504 is a multi-functional polymeric rheology modifier that is soluble in medium to high polarity liquid carriers and oils, such as esters and natural oils. Depending on the oil composition, the product enables clear thickened oils or thixotropic, water-repellent gels with film forming properties.

Depending on the desired effect, adding 3-8 percent to the oil is recommended.

Ellamera PER-SUST 504 is manufactured in North America and supplied as an undusted white powder.

**INCI Designation:**  
hydrogenated styrene/butadiene copolymer



### FEATURES & BENEFITS

- **Texture and Touch**
  - Customizable texture/skin feel
  - Spreadable
  - Film forming
  - Water resistant
- **Color**
  - Customizable color effects
  - High transparency for truer, deeper and bolder colors
  - High gloss
  - Excellent suspension properties

### POTENTIAL APPLICATIONS

- **Color Cosmetics**
  - Lip Gloss / Lipstick / Lip Liner
  - Mascara
  - Eye Shadow / Blush
  - Foundation / Concealer
- **Skincare**
  - Lotion/Serum
  - Face and Body Oils
- **Haircare**
  - Oil Treatment
  - Relaxer

## PROCESSING RECOMMENDATIONS

A method is to pre-heat the oil to the desired mixing temperature. While stirring, gradually add the Ellamera product to the oil. Both high shear and low shear mixing devices can be used. High shear mixing devices help disaggregate the polymeric modifier into smaller particles which eases dissolution.

The Ellamera product is dissolved once the viscosity of the solution does not increase anymore. Upon cooling the gel is formed and further formulation is possible.

Applying a vacuum during processing can help prevent encapsulation of air.

Property	Value*
Specific Gravity	0.93
Styrene/Rubber ratio	42/58
Color, Yellowness Index	-2.0 to 2.0
Dissolution Temperature (°C)	70-100**

\*These are typical values and should not be used to set specifications.

\*\*Depends on the oil composition



Addition of Ellamera polymer to warm oil



Mixing under high or low shear



Gel formation upon cooling down

[ellamera.com](http://ellamera.com)

**Ellamera**<sup>TM</sup>

### Legal Disclaimer

Kraton Corporation and all of its affiliates, including Kraton Chemical, believe the information set forth herein to be true and accurate, but any recommendations, presentations, statements or suggestions that may be made are without any warranty or guarantee whatsoever, and shall establish no legal duty on the part of any Kraton affiliated entity. The legal responsibilities of any Kraton affiliate with respect to the products described herein are limited to those set forth in Kraton's Conditions of Sale or any effective sales contract. **NOTE TO USER:** by ordering/ receiving Kraton product you accept the Kraton Conditions of Sale applicable in the region. All other terms are rejected. Kraton does not warrant that the products described herein are suitable for any particular uses, including, without limitation, cosmetics and/or medical uses. Persons using the products must rely on their own independent technical and legal judgment, and must conduct their own studies, registrations, and other related activities, to establish the safety and efficacy of their end products incorporating any Kraton products for any application. Nothing set forth herein shall be construed as a recommendation to use any Kraton product in any specific application or in conflict with any existing patent rights. Kraton reserves the right to withdraw any product from commercial availability and to make any changes to any existing commercial or developmental product. Kraton expressly disclaims, on behalf of all Kraton affiliates, any and all liability for any damages or injuries arising out of any activities relating to the use of any information set forth in this publication, or the use of any Kraton products.

Ellamera, the Ellamera logo, and PER-SUST are trademarks or registered trademarks of Kraton Corporation, or its subsidiaries or affiliates, in one or more, but not all countries.

©2025 Kraton Corporation

ELLAMERATM PER-SUST 504