



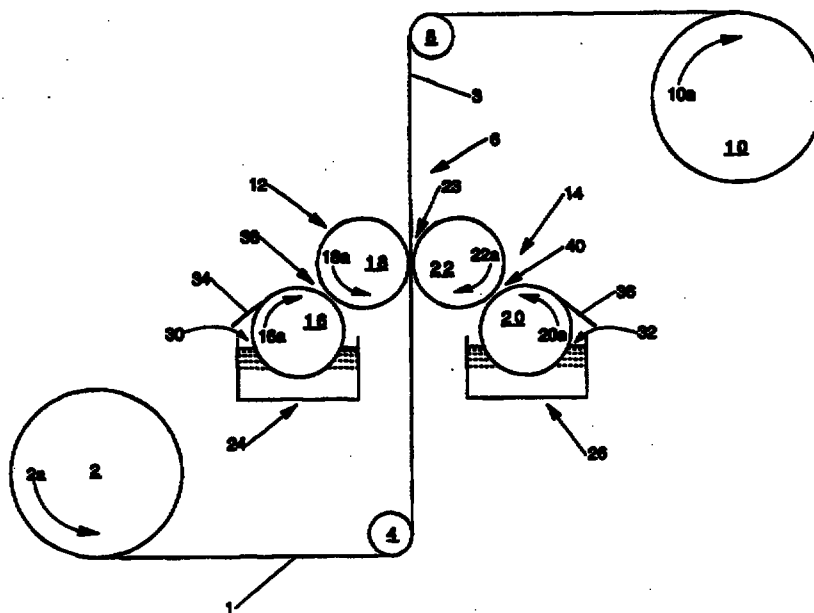
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(54) Title: IMPROVED LOTION COMPOSITION FOR TREATING TISSUE PAPER



## (57) Abstract

A lotion composition for imparting a soft, lubricious, lotion-like feel when applied to tissue paper in amounts as low as from about 5 to about 15 % by weight, and tissue paper treated with such lotion compositions are disclosed. The lotion composition comprises plastic or fluid emollient such as petrolatum, or a mixture of petrolatum with alkyl ethoxylate emollient, an immobilizing agent such as a fatty alcohol or fatty acid to immobilize the emollient on the surface of the tissue paper web and optionally a hydrophilic surfactant to improve wettability when applied to toilet tissue. Because less lotion is required to impart the desired soft, lotion-like feel benefits, detrimental effects on the tensile strength and caliper of the lotioned paper are minimized or avoided.

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