

ABSTRACT OF THE INVENTION

The present invention relates to thickened personal care compositions which utilize a thickening amount of an acrylate-based polymeric rheology modifier prepared by polymerization of a C₁-C₈ alkyl ester of acrylic acid and/or a C₁-C₈ alkyl ester of methacrylic acid, a monomer chosen from a vinyl-
10 substituted heterocyclic compound containing at least one of a nitrogen or sulfur atom, (meth)acrylamide, a mono- or di- (C₁-C₄)alkylamino (C₁-C₄)alkyl (meth)acrylate, a mono or di-(C₁-C₄)alkylamino (C₁-C₄)alkyl (meth)acrylamide, and, optionally, an associative monomer.

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