CLAIMS

1. A composition comprising one or more hydrophobically modified polyacrylamides, wherein the polyacrylamides contain acrylamide, one or more anionic monomers, and excludes a cationic monomer.

2. The composition of claim 1 wherein the polyacrylamides are composed of at least about 50 mole percent acrylamide.

3. The composition of claim 2 wherein the polyacrylamides are modified by transamidation with about 0.1 to about 10 mole percent of one or more hydrophobic amines.

4. The composition of claim 2 wherein the polyacrylamides are modified by transamidation with about 0.1 to about 50 mole percent of one or more hydrophobic amines.

5. The composition of claim 4 wherein the anionic monomers are selected from the group consisting of acrylic acid, 2-acrylamido-2-methylpropanesulfonic acid, and styrene sulfonic acid.

6. The composition of claim 3 wherein the hydrophobic amines are selected from the group consisting of C_6-C_{22} alkyl amines and amino-functionalized silicones.

7. The composition of claim 5 wherein the hydrophobic amines are selected from the group consisting of C_6-C_{22} alkyl amines and amino-functionalized silicones.

8. The composition of claim 7 wherein the polyacrylamide is acrylamide/acrylic acid copolymer.

9. The composition of claim 1 wherein said hydrophobically modified polyacrylamides have a weight average molecular weight of about 10,000 to 10,000, 000.

10. The composition of claim 8 wherein the alkyl amines are selected from the group consisting of octylamine, dodecylamine, hexadecylamine.

11. The composition of claim 8 wherein the alkyl amines are selected from the group consisting of amino-functionalized silanes.

12. The composition of claim 1 further comprising one or more cosmetically acceptable excipients.

13. The composition of claim 12 comprising about 0.01 to about 40 weight percent of hydrophobically modified polyacrylamides, based on actives.

14. The composition of claim 12 wherein the excipients are selected from the group consisting of water, saccharides, surface active agents, humectants, petrolatum, mineral oil, fatty alcohols, fatty ester emollients, waxes and silicone-containing waxes, silicone oil, silicone fluid, silicone surfactants, volatile hydrocarbon oils, quaternary nitrogen compounds, amine functionalized silicones, conditioning polymers, rheology modifiers, antioxidants, sunscreen active agents, di-long chain amines from about C_{10} to C_{22}, long chain fatty amines from about C_{10} to C_{22}, fatty alcohols, ethoxylated fatty alcohols and di-tail phospholipids.

15. The composition of claim 1 wherein the composition is selected from the group consisting of shampoos, aftershaves, sunscreens, lotions, hand and body creams, liquid soaps, bar soaps, bath oil bars, shaving creams, dishwashing liquids, detergents, surface cleaners, disposable wipes, conditioners, latex paints, permanent waves, hair relaxers, hair bleaches, hair detangling lotion, styling gel, styling glazes, spray foams, styling creams, styling waxes, styling lotions, mousses, spray gels, pomades, shower gels, bubble baths, hair coloring preparations, temporary and permanent hair colors, color conditioners, hair lighteners, coloring and non-coloring hair rinses, hair tints, hair wave sets, permanent waves, curling, hair straighteners, hair grooming aids, hair tonics, hair dressings and oxidative products, spritzes, styling waxes and balms.

16. A method of treating a substrate comprising applying the composition of claim 1 to the substrate.

17. A method of treating a household surface comprising applying the composition of claim 1 to a household surface or an industrial surface.

18. The method of claim 16 wherein said substrate is selected from the group consisting of: hair, skin, nails, a keratin containing substrate, a hard surface, a carpet, a fabric, wood, a plastic containing composition, and vinyl.

19. The method of claim 1 wherein the hydrophobically modified polyacrylamides further comprise one or more non-ionic monomers.

CLAIMS

1. A composition comprising one or more hydrophobically modified polyacrylamides, wherein the polyacrylamides contain acrylamide, one or more anionic monomers, and excludes a cationic monomer, wherein the polyacrylamides are modified by transamidation with about 0.1 to about 50 mole percent of one or more hydrophobic amines selected from the group consisting of amino-functionalized silicones.

2. The composition of claim 1 wherein the polyacrylamides are composed of at least about 50 mole percent acrylamide.

3. The composition of claim 2 wherein the polyacrylamides are modified by transamidation with about 0.1 to about 10 mole percent of one or more hydrophobic amines.

4. The composition of claim 1 wherein the anionic monomers are selected from the group consisting of acrylic acid, 2-acrylamido-2-methylpropanesulfonic acid, and styrene sulfonic acid.

5. The composition of claim 1 wherein the polyacrylamide is acrylamide/acrylic acid copolymer.

6. The composition of claim 1 wherein said hydrophobically modified polyacrylamides have a weight average molecular weight of about 10,000 to 10,000,000.

7. The composition of claim 1 further comprising one or more cosmetically acceptable excipients.

8. The composition of claim 7 comprising about 0.01 to about 40 weight percent of hydrophobically modified polyacrylamides, based on actives.

9. The composition of claim 7 wherein the excipients are selected from the group

consisting of water, saccharides, surface active agents, humectants, petrolatum, mineral oil, fatty alcohols, fatty ester emollients, waxes and silicone-containing waxes, silicone oil, silicone fluid, silicone surfactants, volatile hydrocarbon oils, quaternary nitrogen compounds, amine functionalized silicones, conditioning polymers, rheology modifiers, antioxidants, sunscreen active agents, di-long chain amines from about C_{10} to C_{22}, long chain fatty amines from about C_{10} to C_{22}, fatty alcohols, ethoxylated fatty alcohols and di- tail phospholipids.

10. The composition of claim 1 wherein the composition is selected from the group consisting of shampoos, aftershaves, sunscreens, lotions, hand and body creams, liquid soaps, bar soaps, bath oil bars, shaving creams, dishwashing liquids, detergents, surface cleaners, disposable wipes, conditioners, latex paints, permanent waves, hair relaxers, hair bleaches, hair detangling lotion, styling gel, styling glazes, spray foams, styling creams, styling waxes, styling lotions, mousses, spray gels, pomades, shower gels, bubble baths, hair coloring preparations, temporary and permanent hair colors, color conditioners, hair lighteners, coloring and non-coloring hair rinses, hair tints, hair wave sets, permanent waves, curling, hair straighteners, hair grooming aids, hair tonics, hair dressings and oxidative products, spritzes, styling waxes and balms.

11. A method of treating a substrate comprising applying the composition of claim 1 to the substrate.

12. A method of treating a household or industrial surface comprising applying the composition of claim 1 to a household surface or an industrial surface.

13. The method of claim 11 wherein said substrate is selected from the group consisting of: hair, skin, nails, a keratin containing substrate, a hard surface, a carpet, a fabric, wood, and a plastic containing composition..

14. The composition of claim 1 wherein the hydrophobically modified polyacrylamides

further comprise one or more non-ionic monomers.