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(54) Title: PERSONAL CARE COMPOSITION COMPRISING HIGHLY BRANCHED PRIMARY ALCOHOL COMPONENT

(57) Abstract: A personal care composition for topical application to the skin or hair comprising (i) a branched primary alcohol component, having from 8 to 36 carbon atoms and an average number of branches per molecule of from 0.7 to 3.0, said branching comprising methyl and ethyl branches, and said branched primary alcohol component optionally comprising up to 3 moles of alkylene oxide per mole of alcohol; (ii) one or more sunscreens; and (iii) a cosmetically-acceptable vehicle. The personal care compositions of the invention provide excellent sunscreen protection, stability, viscosity and rheology characteristics, together with emolliency, application and skin feel benefits.



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