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(54) Title: PERSONAL CARE COMPOSITIONS CONTAINING 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 per molecule and an average number of branches per molecule of at least 0.7, preferably from 0.7 to 3.0, said branching preferably comprising methyl and/or ethyl branches, and said branched primary alcohol component optionally comprising up to 3 moles of alkylene oxide per mole of alcohol, or said branched primary alcohol component optionally comprising a product made by reacting alkylene oxide with branched primary alcohol in a ratio of up to 3 moles of alkylene oxide per mole of alcohol; and (ii) a cosmetically-acceptable vehicle. The personal care compositions of the invention provide excellent stability, viscosity and rheology characteristics, together with emolliency, application and skin feel benefits.

WO 2004/022013 A1