

High Viscosity Fabric Softener
Without thickening agent

Only 6% PEQ90HV for
1,000cps possible!



DDAC vs EQ vs PEQ90HV

TYPE	DDAC*	Conventional EQ	PEQ90HV
Softening power	++++	+++	+++
Formula viscosity	High	Low	High
Biodegradability	+ Not allowed in EU	++++ ECO friendly	++++ ECO friendly
Formula stability	High	OK	High
Sweat Absorption	+	++++	++++
Concentrated Formula	+	++++	++++
Fragrance boosting	+++	++++	++++
Anti-Static	+++	+++	+++
Non-Yellowing	+	+++	+++
Price	Expensive	Low	Low

DDAC*: Dimethyldioctadecylammonium chloride, or distearyl dimethyl ammonium chloride, is a quaternary ammonium salt consisting of a nitrogen atom substituted with two methyl groups and two octadecyl groups.

DDAC is not allowed in EU and more expensive than EQ but DDAC still captures the major market share because it can provide **High Formula stability** and **High Formula viscosity** that matter a lot in **SEA**