

# **Responsive Polymers for Consumer Products Applications**

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The ability to provide unique product features and user benefits into consumer products is important for attracting and maintaining consumer interest. Use of responsive “smart” polymers provides opportunities for achieving these benefits and step changes in product innovation not possible with convention materials. Applications of smart polymers in consumer products will be described for two types of materials: salt-responsive polymers and crosslinkable superabsorbent coatings. Properties of these materials as films and coatings for nonwovens will be discussed.