

# **Development of new non-hydrogen-bonding organic gelators for reducing makeup deterioration**

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Novel organic gelators without hydrogen-bonding functional groups were developed and investigated for application to cosmetic materials. It was found that these organic gelators form fluorosolvent gels with an addition amount of less than 5%. The fluorosolvent gels are physical gels that undergo a sol-gel transition, thermo-reversibly, and the transition temperature changes from 120°C to room temperature depending on the amount of the organic gelator. From the dynamic viscoelasticity measurements of the fluorosolvent gels, it was found that the gels exhibited a relatively liquid property while exhibiting a high viscosity.