



# CROP...Line

Creative Research Original Products

A Growing Newsletter

## THE “HOOK BOOK”

NL#8

This month we are being a bit more technical than usual; however, there is a reason. After the holidays, we want to put in context what we have been discussing the last several months and provide a look at why Hook should be your *only* adjuvant of choice..... Get HOOK!

### CHAPTER 2----

#### HOOK—Product Description

Hook incorporates a new idea to spreader-stickers adjuvants. A fatty acid complex is formed between the basic nitrogen and any carboxylic acid group in the active compound. This results in an electrical attraction between the stabilized positive charge carried by the basic nitrogen of Hook and the negative charge carried by the electronegative atom which is an oxygen from the carboxylic acid group in most cases.

The nature of Hook will allow this type of electrostatic attraction to take place at nearly any acidic hydrogen, providing an adjuvant (assistance) type action with many of today's pesticides and other compounds where increased wetting is desired.

Increased wetting is accomplished by the functional groups attached to the basic nitrogen. Hook is water soluble because of the three ethanol groups attached to this nitrogen and when used with a substance containing an active hydrogen, will associate with that compound to increase its overall water solubility.

The result is a complex which is better able to exhibit surface active properties (surfactant-like) at various interfaces (such as the surface of the spray drop and surface of the leaf.). This, in turn leads to a greater activity of the active compound due to its proximity to the target substrate. In effect we are giving surface activity to the active compound by the said electrostatic attraction, by means of a hydrophilic (water loving) compound such as Hook.

Please remember to “Add HOOK Last”!

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