



HAIR CARE

EU07603 | ECO-LOW SHAMPOO

Nourishing cleanser for dry hair

NATURALITY
PROFILE
according to
ISO 16128 normBIODEGRADABILITY
Theoretical amount of
water or readily
degradable ingredients
presents in mixture.*

High biodegradability

Easily rinsed-off

Good foaming and anti-frizz
performances

* Data provide from OECD tests, QSAR calculations, products SDS and literature.

| | | |
|----------|----------------------------|---------------|
| A | Aqua/Water | Up to 100% |
| | Polyquaternium-10 | 0.25% |
| | ORAMIX™ L30 | 5.00% |
| | PROTEOL™ OAT PF | 5.00% |
| | AMONYL™ 675 SB | 10.00% |
| | ORAMIX™ NS 10 | 1.00% |
| | XYLISHINE™ | 3.00% |
| | Polyepsilon-Lysine | 0.05% |
| | Sodium Benzoate | 0.20% |
| | Citric Acid (50% solution) | qs pH |

With **WESOURCE**Clear liquid slightly yellow/ Challenge test: Criteria A /
Packaging: Bottle

pH: 5.3 / VISCOSITIES: 1M at RT:

5,500 mPa.s Brookfield LV3-6

Recovery at RT (after 1M at 45°C):

5,800 mPa.s Brookfield LV3-6.

STABILITY: 1M at RT, 45°C and 4°C.

FORMULATION ADVICES: Laboratory scale - 300 g - Anchor
Add all ingredients one by one in the mentioned order until its total
dissolution.

Formulated **without silicones or alkyl ether sulfates**, this moisturizing shampoo combines **sustainability and performances!**

A sustainable shampoo to pamper dry hair

This shampoo was designed to **limit environmental impact**:

active matter content was reduced to **8.5%** and ingredients were selected for their **biodegradability profile**.

As a consequence, non-biodegradable ingredients release in water was reduced while **product rinsability** was optimized to **limit water consumption** at consumer stage (*in vitro screening test*).

ORAMIX™ L30 (Sodium Lauroyl Sarcosinate)

respects the structure of the hair and scalp and provides abundant, light and soft foam.

ORAMIX™ NS 10 (Decyl Glucoside)

Very well-tolerated surfactant from vegetal origin, this gentle cleanser provides an abundant, stable foam.

PROTEOL™ OAT PF (Sodium Lauroyl Oat Amino Acids)

is a mild surfactant, based on oat essential amino acids, which develops good wetting properties and an abundant unctuous foam.

AMONYL™ 675 SB (Cocamidopropyl Hydroxysultaine)

provides a fine foam that is stable over time and a significantly greater conditioning properties in comparison to classical betaines.

This optimized combination of surfactants allows the obtention of a **textured gel without thickener that quickly creates a dense and creamy foam** even with only 8.5% a.m!

Shampoo **conditioning efficacy** is ensured by PQ-10, used at low content, while **XYLISHINE™** (Xylitylglucoside and Anhydroxylitol and Maltitol and Xylitol and Pelvetia Canaliculata Extract) **moisturizes and repairs hair**: it helps maintain the deep hydration of the hair and protect the fiber.

As a result, hair fiber is smoothed and **frizz effect limited**.

ADDITIONAL INGREDIENTS: Polyquaternium-10 - **DEKAQUAT 400 (JAN DEKKER)** / Polyepsilon-Lysine - **E-POLYLYSINE (DKSH)** / Sodium benzoate (**VWR**)

A formula related to **BEAUTY TRILOGY** concept.

More informations available on **seppic.com**

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Air Liquide
HEALTH CARE

A company