



HAIR CARE

# US20153 | Shiny Curls Custard

## A smooth cream gel defining and nourishing curls

Cream  
Gel

<b>A</b>	Water	73.86%
	Blue No.1 Solution 0.1%	0.20%
	Red No.33 Solution 1.0%	0.04%
<b>B</b>	<b>SOLAGUM™ TARA</b>	<b>0.10%</b>
	Glycerin	3.00%
	<b>XYLISHINE™</b>	<b>3.00%</b>
<b>C</b>	<b>BLUE SEAKALE HC</b>	<b>1.00%</b>
<b>D</b>	<b>SIMULQUAT™ HC 305</b>	<b>3.00%</b>
	<b>EMOGREEN™ L15</b>	<b>5.00%</b>
	<b>DUB APRIOSE+*</b>	<b>1.00%</b>
	<b>Organic Deodorized Argan Oil**</b>	<b>4.00%</b>
	<b>DUB ESTOLINE®*</b>	<b>4.00%</b>
<b>E</b>	Fragrance "Magic Berry"	0.80%
<b>F</b>	Phenoxyethanol - Ethylhexylglycerin	1.00%

With WESOURCE

### Smooth Purple Cream Gel / Packaging: Jar

**pH:** 5.05 / **VISCOSITIES:** **1M at RT:** 95,450 cps Brookfield LVT96 Speed 6 rpm  
**Recovery at RT (after 1M at 45°C):** 95,400 cps Brookfield LVT96 Speed 6 rpm  
**STABILITY:** Passed 3 month at RT and 45°C, Passed 3 F/T cycles -5°C/+40°C.

### FORMULATION ADVICES: Laboratory scale - 300g batch - Medium Shear Mixer with a dispersing blade:

Combine phase A ingredients together, then add the premixed of phase B into phase A while mixing with a dispersing blade at 500 rpm. Add phase C to phase (AB) and increase speed to 1000 rpm. Add the premixed of phase D into phase (ABC) and mix well to get a uniform cream gel. Continue to mix and add phase E and then phase F ingredients.

COLD  
PROCESSNOC =  
95.2%NATURALITY  
PROFILE  
according to  
ISO 16128 norm

Instant conditioning effect

Shine &amp; Curl definition

Heat protection

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

**A non greasy, non flaking gel without silicones that repairs, protects and makes hair look shiny and healthy!**

*Use on wet or dry hair to redefine the curls without weighing them down, and use a diffuser or allow to air dry!*

**SOLAGUM™ TARA** is a 100% **natural non-ionic gum** providing an **elegant thickening effect** (*Caesalpinia Spinosa Gum*)

A powerful thickening natural gum from *Caesalpinia spinosa* endosperm seeds. Synergistic efficiency with synthetic and natural polymers.

**SIMULQUAT™ HC 305** is cationic polymer providing a **silicon-like feel and conditioning effect** (*Acrylamidopropyltrimonium Chloride/Acrylates Copolymer and Isohexadecane and coceth-7*)

A pre-neutralized, cold processable cationic liquid polymer with excellent stabilizing and thickening properties. It creates sprayable to thick textures ideal for hair conditioners and treatments.

**EMOGREEN™ L15** is an alternative to volatile silicone oils, providing **instant conditioning, shine, anti-frizz and heat protection** (*C15-19 Alkane (Plant-based & Renewable)*)

Non polar and biodegradable alkanes, it's a 100% plant-based emollient with lightweight and non-greasy skin feel with a powdery finish.

**A combination of esters and emollients nourish and protect the hair shaft:**

**DUB APRIOSE+\*** is a non-ionic apricot derived ester providing nourishing, protective and co-emulsifying benefits (*Apricot Kernel Oil Polyglyceryl-4 esters*)

**DUB ESTOLINE®\*** is a highly structured liquid polymer ester forming a protective film on the hair without weighing it down (*Ethylhexyl polyhydroxystearate*)

**Organic Deodorized Argan Oil\*\*** is naturally rich in tocopherols, antioxidant and essential fatty acids, and known for hair elasticity and shine benefits (*Argania Spinosa Oil*)

**A combination of natural origin active ingredients for hair shine and curl definition:**

**XYLISHINE™** deeply moisturizes hair, closes the cuticles and showed in vivo curl **definition and hair shine** (*Xylitylglucoside and Anhydroxylitol and Maltitol and Xylitol and Pelvetia Canaliculata Extract*)

**BLUE SEAKALE HC** is a Sea Kale extract nourishing hair and protecting it from oxidation, for a **smoother and shinier hair** (*Aqua/Water / Butylene glycol / Crambe Maritima leaf extract*)

**ADDITIONAL INGREDIENTS:** Phenoxyethanol-Ethylhexylglycerin: EUXYL® PE9010 (SCHULKE), Fragrance: Magic Berry: SZUM000117 (Sozio), Glycerin (Natural Sourcing LLC), FD&C Blue No. 1 (SENSIENT), FD&C Red No. 33 (SENSIENT)

\*Stearinerie Dubois's and \*\*Sophim's ingredients distributed in the US by Seppic

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