



HYGIENE

US20160 | Gentle Clarifying Shampoo

A clean sulfate-free* shampoo for Hair & Scalp



Gel



Sulfate-free

Scalp soothing & purifying

Curls definition



NOC = 92%

NATURALITY PROFILE according to ISO 16128 norm

A	Water	63.80%
	XYLISHINE™	3.00%
	PROTEOL™ APLE EF	3.50%
	ORAMIX™ L30 EF	15.00%
	AMONYL™ 675 SB	5.00%
B	SEPIMAX ZEN™	0.80%
	C	SOLAGUM™ AX
D	Glycerin	3.00%
	Benzyl alcohol - Benzoic acid - Dehydroacetic acid - Tocopherol	1.00%
E	FLUIDIPURE™ 8G	2.50%
	SEA MAYWEED SC	1.00%
	Fragrance "Bath-Radise"	0.20%
E	Citric acid solution 30% pH to 5.8	0.40%

With WESOURCE

Off-White Fluid / Packaging: Bottle

pH: 5.9 / VISCOSITIES: **1M** at RT: 6,150 cps Brookfield LV63V12
Recovery at RT (after **1M** at 45°C): 6,120 cps Brookfield LV63V12
STABILITY: 3M at RT, 45°C, 3 F/T cycles -5°C/+40°C.

FORMULATION ADVICES: Laboratory scale - 300g batch - Deflocculator
Combine Phase A and mix well using high shear dispersing blade. While agitating phase A, add phase B. Pre-mix phase C and add it to phase AB. Increase speed to ~1000 rpm and mix until all the polymers swelled. Add phase D ingredients one by one. Adjust pH to 5.5 - 6.0 with phase E.



COLD PROCESS

A gentle hairwash removing product buildup, smoothing cuticles while soothing and purifying the scalp

For healthy roots to shiny curls!

A combination of 2 anionic surfactants for an excellent foam, gentle on hair and skin, sulfate-free* and edta-free:

ORAMIX™ L 30 EF (Sodium Lauroyl Sarcosinate)

Superior foaming ability to SLES, it provides abundant, light and soft foam while also respecting the structure of the hair and the scalp.

PROTEOL™ APLE EF (Sodium Cocoyl Apple Amino Acids)

Foaming anionic surfactant, derived from essential amino-acids present in apple juice, for a gentle approach: unctuous foam, extremely mild to the skin and the eyes and also respectful of the environment.

AMONYL™ 675 SB amphoteric surfactant improves mildness, foam and conditioning effect (Cocamidopropyl Hydroxysultaine)

AMONYL™ 675 SB provides a fine foam that is stable over time. It provides significantly greater conditioning properties and thickening effect compared to classical betaines.

A combination of 2 thickeners with a synergistic effect, for a clear and nice flowing gel:

SEPIMAX ZEN™ (Polyacrylate Crosspolymer-6)

Pre-neutralized powder polymeric thickener with a MAXIMUM resistance to electrolytes thanks to its high associative behavior. It is able to formulate transparent aqueous gels with particle suspension. In foaming formulas, SEPIMAX ZEN™ helps to obtain denser and more creamy foams.

SOLAGUM™ AX (Acacia Senegal Gum and Xanthan Gum)

A 100% natural gum, more powerful and easier to use than xanthan gum, creating non-stringy gels with film forming property, an easy spread and nice skin feel.

A combination of active ingredients helping with hair shine, curls definition, scalp purifying and soothing effect:

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

FLUIDIPURE™ 8G reduces microbial proliferation and sebum production, rebalances skin pH, helping to decrease scalp irritation, scalp odor and oily dandruff - tested in rinse-off in vivo (Hexylene Glycol - Capryloyl Glycine - Xylitylglucoside)

SEA MAYWEED SC is a Sea Chamomile extract providing an immediate comforting and soothing effect on the scalp. (Aqua/Water - Tripleurospermum Maritimum Extract)

ADDITIONAL INGREDIENTS: Benzyl Alcohol - Benzoic Acid - Dehydroacetic Acid - Tocopherol: Euxyl® K 903 (SCHULKE), Fragrance: Bath-Radise (Sozio), Glycerin (Natural Sourcing LLC)

*Free from Alkyl Ether Sulfates: no SLS, SLES,... for a gentle wash!

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

SEPPIC

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