

Ultra Mild Conditioning Shampoo

SH-0001

This ultra mild shampoo uses naturally derived surfactants to provide a rich luxurious foam and cationic conditioning agents to leave the hair conditioned and full of body. **Carbopol[®] * Ultrez 20 Polymer** suspends the mica and creates a stunning pearlized appearance.

	INCI Name, Trade Name	Weight %	Function
A.	1. Deionized Water	56.55	Diluent
	2. Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Carbopol[®] * Ultrez 20 Polymer	0.70	Rheology Modifier
	3. Sodium Laureth Sulfate (3 mole, 28%), Sulfochem[™] * ES-3 Surfactant	14.00	Surfactant
	4. Decyl Polyglucose (50%), Plantaren[®] 2000	12.00	Surfactant
	5. Cocoamphoacetate (37%), Miranol[®] Ultra C-37	5.60	Surfactant
	6. Disodium EDTA, Protachem NA-2	0.05	Chelating Agent
	7. Lauryl Methyl Gluceth-10 Hydroxypropyldimonium Chloride, Glucquat[™] * 125 Humectant	3.00	Conditioner
	8. Rapeseed Amidopropyl Ethyldimonium Ethosulfate, Schercoquat[™] * ROAS-PG Quaternary	0.45	Conditioner
	9. Dimethicone PEG-7 Isostearate, SilSense[™] * DW-18 Silicone	0.45	Conditioner
	10. Disodium Laureth Sulfosuccinate (40%), Chemccinate[™] * DSLS Surfactant	2.00	Surfactant
	11. Phenoxyethanol, Methylparaben, Ethylparaben, Butylparaben, Propylparaben, and Isobutylparaben, Phenonip[®]	0.50	Preservative
	12. Soyamide DEA (100%), Schercomid[™] * SLL Surfactant	1.20	Surfactant
	13. Fragrance, <i>Fragrance #A42017 (Fruity Floral)</i>	0.50	Fragrance
B.	14. Deionized Water	1.00	Diluent
	15. Mica and Titanium Dioxide, Timiron[™] MP-149	0.10	Pearlizing Agent
C.	16. D&C Green No. 5 (0.10%)	1.50	Dye
	17. TEA (99%)	0.40	Neutralizer

Procedure:

1. Slowly sprinkle Carbopol[®] * Ultrez 20 Polymer on the surface of warm (~30-40 °C) water. Wait until polymer has completely wet out.
2. Begin gentle mixing.
3. Add sodium laureth sulfate and decyl polyglucose, mix until uniform.
4. Add ingredients 6 – 13 in order with mild agitation, mix until uniform.
5. PART B: Pre-mix Timiron[™] with water before adding to batch. Mix until uniform
6. Add dye and neutralize with TEA. Adjust pH to 6.3 – 6.6.

Product Properties:

Appearance	Viscous, aqua, pearlized liquid with fruity floral fragrance
pH	6.3 – 6.6
Viscosity (mPa·s)**	8,500 – 12,000
Yield Value (dyn/cm ²)	300 – 600
Stability:	Passed 3 months @ 45°C, 5 cycles freeze/thaw
Surfactant Actives (%)	13.7

** Brookfield RVT @ 20 rpm, #6 spindle, measured after 24 hours

Supplier References:

Noveon, Inc. (2, 3, 7, 8, 9, 10, 12)

Cognis (4)

Rhodia (5)

Protameen (6)

Clariant (11)

Symrise (13)

Rona (15)

Quantum Colours (16)

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