

Guide Formulation

Personal Care

Hydrating Hair Essence (CC-25)

This light hair lotion is quick to absorb into wet or dry hair, without the need for rinsing. Can also be used as a 'ponytail mask' which is a new trend in Korea. **SeraShine® EM 121** offers excellent wet and dry conditioning for all hair types, whilst **SeraSense® SF 1.5** gives instant detangling.

| Raw Material/INCI Name | % w/w | Trade name/Supplier | Function |
|--|--------|--|--------------------|
| Aqua (Water) | To 100 | - | Vehicle |
| Disodium EDTA | 0.02 | Edeta BD/BASF | Chelating Agent |
| Sodium Benzoate | 0.40 | Surfac Sodium Benzoate BP/Surfachem | Preservative |
| Polyquaternium-37 (and) Hydrogenated Polydecene (and) Trideceth-6 (and) Aqua | 4.00 | VisCaress HPD/Croda | Thickener |
| Dimethicone | 2.00 | SeraSense® SF 1.5/KCC Beauty | Detangling |
| Dimethicone (and) C12-14 sec-Pareth-5 (and) C12-14 sec-Pareth-9 | 4.00 | SeraShine® EM 121/KCC Beauty | Conditioning Agent |
| Camellia Oleifera Seed Oil | 0.10 | Seatons Camellia Oil/Seatons | Hair Moisturising |
| Parfum (Fragrance) | 0.10 | Delicate Blossom/Expressions Parfumées | Fragrance |
| Citric Acid | 0.09 | Surfac Citric Acid Monohydrate/Surfachem | pH Adjuster |

Typical Properties

| | |
|-------------------|---|
| Appearance: | White lotion |
| Viscosity @ 25°C: | -15,000 (Brookfield Helipath, T Bar C, 10rpm) |
| pH @ 25°C: | 4.4 - 4.9 |

Method

Mix the water, EDTA and sodium benzoate and stir until dissolved.

Add the VisCaress, stir until thickened; homogenisation may be required.

Add the rest of the ingredients in order.



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Please note that the above formulation is only intended as a guide. It is not a commercial formulation and has not been tested as such. The formulation should be evaluated and modified for your own requirements before use. Also suggestions of uses should not be taken as inducements to infringe any particular patent.

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