

Guide Formulation

Personal Care

Clear Conditioning Shampoo (CS-23)

This clear shampoo has been formulated to offer high conditioning. Functional silicone products like SeraShine® EM 421C can encourage deposition at the more damaged areas of the hair shaft where more intense conditioning is required. The ultrafine particle size of SeraShine® EM 421C enables effective conditioning without affecting the clarity of the shampoo. This emulsion is also MIT and paraben-free.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Water	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
Polyquaternium-10	0.20	Celquat SC230M/Akzo Nobel	Conditioning/Deposition Agent
Sodium Laureth Sulfate	25.00	Steol CS-230 KE/Surfachem	Anionic Surfactant
Sodium Lauryl Sulfate	15.00	Stepanol WA-Extra-E/Surfachem	Anionic Surfactant
Cocamidopropyl Betaine	6.00	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Benzoate	0.30	Surfac Sodium Benzoate BP/Surfachem	Preservative
Silicone Quaternium-17 (and) C12-14 sec-Pareth-5 (and) C12-14 sec-Pareth-9	3.00	SeraShine® EM 421C/KCC Beauty	Conditioning Agent
Citric Acid	0.33	Surfac Citric Acid Mono BP	pH Adjuster
Parfum	qs	-	Fragrance
Sodium Chloride	3.00	Salt Pure Vacuum Dried/British Salt	Thickener
PEG-150 Pentaerythrityl Tetrastearate (and) PPG-2 Hydroxyethyl Cocamide (and) Aqua	0.20	Versathix/Croda	Thickener

Typical Properties

Appearance:	Clear, viscous liquid
Viscosity @ 25°C:	7000 - 10000cP (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	4.5 - 4.9

Method

Add the water to the vessel.

Premix the glycerine and polyquaternium-10, add to the water and stir until clear.

Add the rest of the ingredients in order.

Adjust viscosity and pH to spec.

! Silicone microemulsions typically reduce viscosity, therefore a non-ionic thickener may be required.



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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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