

## Guide Formulation

### Personal Care

# Styling Conditioner for Ethnic Hair (HS-8)

This hair gel formulation contains **SeraShine® EM 322C** for improved combing and a silky soft feel, and **SeraShine® EM 501C** for enhanced shine.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Deionised Water	To 100	-	Vehicle
Acrylates/C10-30 Acrylate Crosspolymer	1.00	Various	Viscosity Modifier
Triethanolamine (99%)	1.40	Various	pH Adjuster
Paraffum Liquidum	5.00	Various	Emollient
Panthenol	0.50	Various	Conditioning Agent
<b>Amodimethicone (and) C12-14 sec-Pareth-5 (and) C12-14 sec-Pareth-9</b>	<b>4.00</b>	<b>SeraShine® EM 322C/KCC Beauty</b>	<b>Conditioning Agent</b>
<b>Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4 (and) Laureth-23</b>	<b>4.00</b>	<b>SeraShine® EM 501C/KCC Beauty</b>	<b>Conditioning Agent/Enhances Shine</b>
Wheat Amino Acids (and) Aqua	0.50	Hydrotriticum™ WAA/Croda	Conditioning Agent
Propylene Glycol	5.00	Various	Humectant
AMP-Acrylates/Allyl Methacrylate Copolymer	4.00	Fixate™ G-100 Polymer/Lubrizol	Styling Agent

#### Method

Sprinkle the Acrylates/C10-30 Acrylate Crosspolymer on the surface of the water and allow to self-wet. Mix at low shear while neutralising with the TEA. Continue mixing until fully homogenous. Add the SeraShine® EM 322C and EM 501C and mix until fully dispersed. Add the remaining ingredients in the order shown mixing thoroughly after each addition.



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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.