

# SeraShine<sup>®</sup> EM 224C-E

INCI: Dimethiconol (and) TEA-Dodecylbenzenesulfonate (and) Laureth-23

## Applications

Shampoos  
Conditioners  
Styling products

## Benefits

Emulsion of high viscosity silicone for quality conditioning effects  
Ultra-fine particle size for excellent stability and clear formulations

Improves dry smoothness  
Improves wet combing  
MIT and Paraben Free

## Description

KCC Beauty SeraShine<sup>®</sup> EM 224C-E is an anionic microemulsion of high viscosity dimethiconol. It is primarily incorporated into shampoo formulations where the formulator can use the microemulsion properties of SeraShine<sup>®</sup> EM 224C-E to create clear conditioning products. Due to the small particle size, this emulsion gives light conditioning for fine hair or volumising applications. This emulsion offers both wet combing and dry smoothness improvement in both shampoo and conditioner.

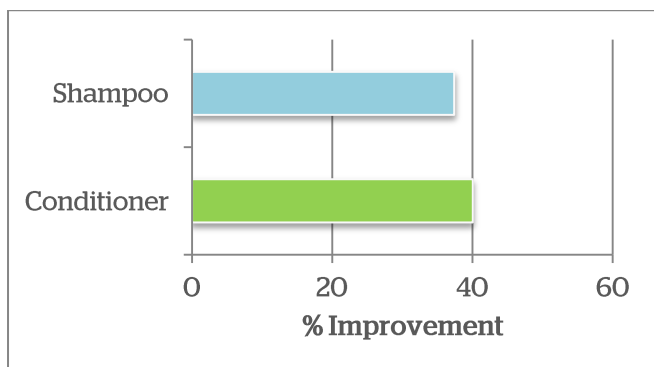
Preserved with Benzoic Acid.

## Typical Properties

Appearance	Clear to Slightly Hazy Liquid
Internal Viscosity (cS at 25°C)	20,000
External Viscosity (cS at 25°C)	150
Silicone (%)	25
Particle Size (µm)	<0.15
Emulsifier Type	Anionic
CTFA / INCI Designation	Dimethiconol (and) TEA-Dodecylbenzenesulfonate (and) Laureth-23

## Dia-Stron Wet Combing Data

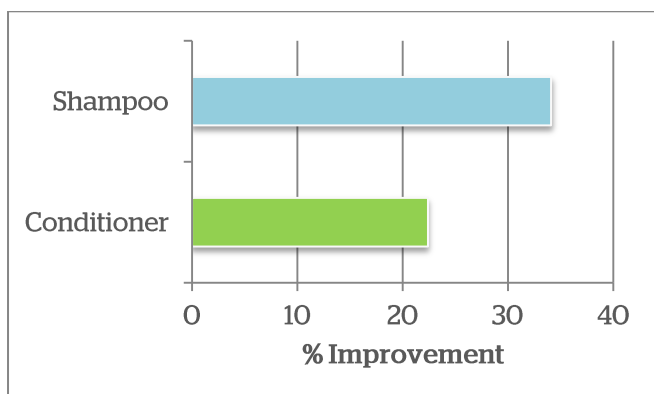
### Shampoo & Conditioner



**Fig. 1** SeraShine® EM 224C-E in shampoo (1% active) and conditioner (2% active) vs. shampoo without silicone (Strong bleached Caucasian)

## Dia-Stron Dry Smoothing Data

### Shampoo & Conditioner



**Fig. 2** SeraShine® EM 224C-E in shampoo (1% active) and conditioner (2% active) vs. shampoo without silicone (Strong bleached Caucasian)

## Guide Formulations

Please visit [www.kcc-beauty.com/formulation-library/](http://www.kcc-beauty.com/formulation-library/) for formulation ideas specific to SeraShine® EM 224C-E.

## Typical Properties

The values mentioned are not intended for use in preparing specifications. We have made every effort to ensure these values are correct as of the revision date of this document.

## Packaging

25kg and 200kg drums.

## Storage and Shelf Life

The product should be stored below 32°C and not be allowed to freeze. Shelf life of the opened or un-opened container is 24 months from the date of manufacture. If you wish to use this product after this time, please contact us for details.

## Toxicity and Handling

Please see our SeraShine® EM 224C-E safety data sheet for more details. Information for safe use of this product is not included in this document. This product should be re-homogenised via gentle stirring/agitation before use as slight 'creaming' can occur with long periods of standing. Before handling please read container labels and the safety data sheet for physical, environmental and health hazard information.

## Limited Warranty Information

Although every effort has been made to ensure that the information contained within this data sheet is reliable, we cannot be held responsible for the correctness of the information or for any loss, injury or damage which may result from its use. Suggestions of uses should not be taken as inducements to infringe any particular existing patent.

## Company Details

### KCC Beauty EMEA Office:

Basildon Chemical Co. Ltd. Kimber Road, Abingdon, Oxfordshire, OX14 1RZ, United Kingdom

Tel: +44 (0) 1235 526677 Fax: + 44 (0) 1235 524334

e-mail: [info@kcc-beauty.com](mailto:info@kcc-beauty.com)

### KCC Beauty Asia Office:

344, Sapyeeong-daero, Seocho-gu, Seoul, Korea

Tel: +82 2 3480 5000 Fax: +82 2 3480 5887

e-mail: [represent@kccworld.co.kr](mailto:represent@kccworld.co.kr)



Scan me to find out more about KCC Beauty online!