

Guide Formulation

Personal Care

Hydrating Hair Essence (CC-24)

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 105 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) Laureth-3 (and) Laureth-23	3.33	SeraShine® EM 105/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.