

# Brightening Shampoo for Blonde Hair (CS-15)

**SeraShine® EM 501C** is a microemulsion of fine particle size which allows clear shampoos. Phenyl Trimethicone is deposited onto the hair to add gloss. Silicone Quaternium-17 is substantive to damaged hair, giving conditioning where it is needed most. The purple colour of this shampoo will help to neutralise brassiness.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Dispersing Agent
Polyquaternium-10	0.20	Celquat SC-230M/Azelis (Akzo Nobel)	Conditioning/Silicone Deposition Aid
Sodium Laureth Sulfate (and) Aqua	25.00	Steol CS 230 KE/Surfachem (Stepan)	Anionic Surfactant
Sodium Lauryl Sulfate (and) Aqua	15.00	Stepanol WA-Extra-E/Surfachem (Stepan)	Anionic Surfactant
Acrylates Copolymer (and) Aqua	5.00	Carbopol Aqua SF-1/Surfachem (Lubrizol)	Suspending Agent
Cocamidopropyl Betaine (and) Aqua	6.00	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Hydroxide (and) Aqua	0.57	Sodium Hydroxide 32% Liquor/Univar	pH Adjuster
<b>Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4</b>	<b>5.00</b>	<b>SeraShine® EM 501C/KCC Beauty</b>	<b>Conditioning Agent</b>
PEG-60 Hydrogenated Castor Oil	0.50	HCO-60/Nikko	Solubiliser
Parfum (Fragrance)	0.50	So Shiny/Expressions Parfumées	Fragrance
Phenoxyethanol (and) Benzyl Alcohol (and) Potassium Sorbate (and) Aqua (and) Tocopheryl	1.00	Euxyl K700/Schülke	Preservative
Mica (and) CI 77891 (and) Disodium Stearoyl Glutamate	0.02	Soft Veil Silver/Miyoshi	Aesthetics
CI 60730	q.s.	SunCHROMA D&C Violet 2/Azelis (Sun Chemical)	Aesthetics
Citric Acid	0.07	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Sodium Chloride	2.50	Sodium Chloride PVD/British Salt	Thickener

## Typical Properties

Appearance: Purple, viscous liquid with shimmer

Viscosity @ 25°C: 4000 – 7000cP (Brookfield RVT, Sp3, 10rpm)

**Method**

Add the water to the vessel and begin stirring.

Premix the glycerin and the Celquat. Add to the batch and stir until dispersed.

Add the surfactants and Carbopol. Adjust the pH to 6.50 - 7.50 with NaOH after addition of the Carbopol.

Add the rest of the ingredients in order, stirring well between additions.

Check pH and viscosity and adjust as necessary.



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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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