

# Everyday Shampoo for Asian Hair (CS-16)

One of our newest materials, SeraShine® SQ 41 (Silicone Quaternium-8), allows for crystal clear shampoos, with superior conditioning properties. SeraShine® SQ 41 is a 40% active, water-soluble polymer that will not degrade foam, and is effective at low addition levels. It improves wet combing and detangling, leaving hair feeling and looking healthy.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Deionised Water	To 100	-	Vehicle
Disodium EDTA	0.05	Disodium EDTA/Various	Chelating Agent
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
Polyquaternium-10	0.20	Celquat SC 230M/Azelis (Akzo Nobel)	Conditioning/Deposition Agent
Sodium Laureth Sulfate	29.00	Steol CS-230 KE/Surfachem (Stepan)	Anionic Surfactant
Sodium Lauryl Sulfate	17.00	Stepanol WA-Extra-E/Surfachem (Stepan)	Anionic Surfactant
Cocamidopropyl Betaine	7.07	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Benzoate	0.30	Surfac Sodium Benzoate BP/Surfachem	Preservative
<b>Silicone Quaternium-8</b>	<b>0.75</b>	<b>SeraSense® SQ 41/KCC Beauty</b>	<b>Conditioning Agent</b>
<b>Dimethiconol (and) Dodecylbenzenesulfonate (and) Laureth-23</b>	<b>2.00</b>	<b>SeraShine® EM 224C-E/KCC Beauty</b>	<b>Conditioning Agent</b>
Hydrolysed Algin (and) Chlorella Vulgaris (and) Maris Aqua	0.50	Pheohydrane/Protec Ingredia (Codif)	Hydrating
Citric Acid	q.s.	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Parfum (Fragrance)	q.s.	-	Fragrance
Sodium Chloride	q.s.	Sodium Chloride PVD/British Salt	Viscosity Adjuster

## Typical Properties

Appearance:	Clear, viscous liquid
Viscosity @ 25°C:	4000 – 7000cP (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	4.5 – 4.8

## Method

Add the water to the vessel.  
 Premix the glycerin and Celquat. Add to the batch and stir until fully dispersed.  
 Add the rest of the ingredients in order, stirring well between additions.  
 Check pH and viscosity and adjust if necessary.



Scan me to find out more about KCC Beauty online!

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.

Basildon Chemical Co. Ltd, Kimber Road, Abingdon, Oxfordshire, OX14 1RZ, UK  
KCC Corporation, 1301-4, Seocho-Dong, Seocho-Gu, 137-703, Seoul, Korea  
☎ +44 (0)1235 526677 | ✉ [info@kcc-beauty.com](mailto:info@kcc-beauty.com) | 🌐 [www.kcc-beauty.com](http://www.kcc-beauty.com)