

Guide Formulation

Personal Care

Argan Oil Shampoo with SeraShine® EM 801 (PS-11)

Introducing **SeraShine® EM 801**; part of our new range of emulsions containing natural oil. Containing 52% argan oil, SeraShine® EM 801 imparts natural conditioning to dry, damaged hair. The hair is protected and smoother after just one wash.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	0.25	Surfac G995V/Surfachem	Humectant
Polyquaternium-10	0.25	Celquat SC230M/Azelis (Akzo Nobel)	Conditioning/Deposition Agent
Sodium Laureth Sulfate	33.68	Steol CS-230 KE/Surfachem (Stepan)	Anionic Surfactant
Acrylates Copolymer	4.00	Carbopol Aqua SF-1/Surfachem (Lubrizol)	Suspending Agent
Sodium Hydroxide	0.40	Sodium Hydroxide Liquor 32%/Univar	pH Adjuster
Cocamidopropyl Betaine	8.57	Surfac B4/Surfachem	Amphoteric Surfactant
Glycol Distearate (and) Laureth-4 (and) Cocamidopropyl Betaine	3.00	Tego Pearl N300/Surfachem (Evonik)	Pearliser
Argania Spinosa (Argan) Kernal Oil (and) C12-14 Pareth-5 (and) C12-14 Pareth-9	3.85	SeraShine® EM 801/KCC Beauty	Conditioning Agent
Parfum (Fragrance)	0.70	Green Beauty/Expressions Parfumées	Fragrance
Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid (and) Ethylhexylglycerin	1.00	Euxyl K701/Schülke	Preservative
Colourant	q.s.	-	Aesthetics
Sodium Chloride	qs	Sodium Chloride PDV/British Salt	Thickener

Typical Properties

Appearance:	Pale orange, pearlised, viscous liquid
Viscosity @ 25°C:	9000 - 11000cPs (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	5.5 - 6.0

Method

Add the water to the vessel.

Premix the glycerin and polyquaternium-10, add to the water and stir until clear.

Add the SLES. Stir until homogenous and add the acrylates copolymer. Adjust to pH 6.50 - 7.50 using sodium hydroxide.

Add the rest of the ingredients in order.
Adjust viscosity and pH to spec.



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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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