

Guide Formulation

Personal Care

Coconut & Olive Intensive Hair Mask (TT-13)

This intensive treatment contains our new natural oil emulsion, **SeraShine® EM 807**, which contains a blend of coconut and olive oil. This product has been shown to significantly soften and strengthen the hair from the inside out.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
Hydroxyethylcellulose	1.00	Natrosol 250 HHR-PC/Ashland	Thickener
Citric Acid	0.25	Citric Acid Monohydrate/Jungbunzlauer	pH Adjuster
Cetyl Alcohol	3.00	Crodacol C90/Croda	Bodifying Fat
Stearyl Alcohol	3.00	Crodacol S95/Croda	Bodifying Fat
Behentrimonium Chloride (and) Isopropyl Alcohol	2.50	Incroquat Behenyl TMC-85/Croda	Conditioning
Cocos Nucifera (Coconut) Oil (and) Olea Europaea (Olive) Fruit Oil (and) C12-14 sec-Pareth-9 (and) Laureth-4	3.85	SeraShine® EM 807/KCC Beauty	Conditioning/Strengthening
Parfum (Fragrance)	0.50	Argan & Coconut (B) Fragrance/AFF Ltd	Fragrance
Phenoxyethanol (and) Benzyl Alcohol (and) Potassium Sorbate (and) Aqua (and) Tocopherol	1.00	Euxyl K700/Schülke	Preservative

Typical Properties

Appearance:	Viscous, white emulsion
Viscosity @ 25°C:	15,000 - 30,000cP (Brookfield Helipath, T bar C, 10rpm)
pH @ 25°C:	3.0 - 4.0

Method

Add the water to the vessel. Begin heating to 85°C.

Premix the glycerin with the HEC and add to the water. The product will thicken once fully dispersed.

Add the citric acid, stir until homogenous.

Add the fats, once at 85°C, ensure the fats have melted and transfer the batch to the homogeniser. Homogenise at 3000rpm for 3 - 5 mins, until white and smooth. Transfer back to the paddle stirrer and stir slowly, allowing to cool. Once below 40°C, add the rest of the ingredients in order, stirring well between additions.

Check pH and viscosity.



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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.