

Guide Formulation

Personal Care

Coconut Oil Shampoo with SeraShine® EM 807 (PS-18)

Introducing **SeraShine® EM 807**, our brand new emulsion containing an optimised blend of coconut and olive oil. Conditioning benefits can be seen over several washes, particularly when incorporated into shampoo. SeraShine® EM 807 leaves hair significantly softer than when using neat oil.

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
Cocamidopropyl Betaine	8.57	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Hydroxide	0.31	Sodium Hydroxide Liquor 32%/Univar	pH Adjuster
Glycol Distearate (and) Laureth-4 (and) Cocamidopropyl Betaine	3.00	Tego Pearl N300/Surfachem (Evonik)	Pearliser
Cocos Nucifera (Coconut) Oil (and) Olea Europaea (Olive) Fruit Oil (and) Laureth-4 (and) C12-14 sec-Pareth-9	3.85	SeraShine® EM 807/KCC Beauty	Conditioning Agent
Parfum (Fragrance)	1.00	Argan & Coconut (B)/AFF Ltd	Fragrance
Caprylyl Glycol (and) Caprylhydroxamic Acid (and) Glycerin	1.00	Spectrastat/Azelis (Inolex)	Preservative
Citric Acid	0.35	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Sodium Chloride	0.50	Sodium Chloride PVD/British Salt	Thickener

Typical Properties

Appearance:	White, pearlised, viscous liquid
Viscosity @ 25°C:	9,000 - 11,000cPs (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	6.2 - 6.6

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, then the CAPB. 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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