

## TEXTURIZING SHAMPOO

This shampoo with rich, thick lather not only cleanses hair but volumizes and texturizes fine limp hair. Unique combination of Olefin/Graft and Bimodal polymers surround and support each strand to give root-lift, manageability and excellent shine to lifeless hair. This texturizing shampoo formula adds style-support and texture while leaving hair with a clean, natural feel.

Formulation F-18-76

|                               | <u>INCI Designation</u>                              | <u>Weight %</u> |
|-------------------------------|--|-----------------|
| <b>Phase A—Heat to 75°C</b>   |  |                 |
| Distilled Water               |  | 43.17           |
| Dissolvine Na2-S (Akzo Nobel) | Disodium EDTA  | 0.10            |
| Steol CS-230 (Stepan)         | Sodium Laureth Sulfate                               | 16.00           |
| Stepanol AM (Stepan)          | Ammonium Lauryl Sulfate                              | 14.00           |
| Amphosol HCG (Stepan)         | Cocamidopropyl Betaine                               | 8.00            |
| Tauranol I-78 C (Finetex)     | Sodium Cocoyl Isethionate                            | 5.00            |
| Mackamide CMA (McIntyre)      | Cocamide MEA   | 1.00            |
| Crothix (Croda)               | PEG-150 Pentaerythrityl<br>Tetrastearate             | 0.25            |
| Glycol Stearate               | Glycol Stearate                                      | 0.50            |
| <b>Phase B—add at 60°C</b>    |  |                 |
| <b>SYNTRAN PC 5208</b>        | Polyacrylate-15                                      | 6.00            |
| <b>SYNTRAN PC 5100</b>        | Styrene/Acrylates/Ammonium<br>Methacrylate Copolymer | 1.50            |
| Ritapan DL (RITA)             | Panthenol  | 0.75            |
| <b>SYNTRAN PC 5320</b>        | Polyquaternium-37 (Pending)                          | 2.00            |
| Fancorsil LIM-1 (Fancor)      | Dimethicone PEG-8 Meadowfoamate                      | 1.00            |
| <b>Phase C—add at 40°C</b>    |  |                 |
| Germall Plus (ISP)            | Diazolidinyl Urea and IPBC                           | 0.35            |
| Fragrance                     | Fragrance  | 0.30            |
| Citric Acid                   | Citric Acid  | 0.08            |
|                               | <b>YIELD:</b>  | <b>100.00%</b>  |

### Procedure

Heat Phase A ingredients to 75-80°C with moderate agitation. Stir at 75-80°C until homogeneous. Cool slowly with moderate agitation to avoid aeration to 55°C. At 55°C, individually add each Phase B ingredient to main batch with continuous agitation until a homogenous mixture is obtained. Cool slowly with moderate agitation to avoid aeration to 40-45°C, individually add Phase C ingredients to batch, stir between each addition until homogenous. Adjust pH of batch between 5.5-6.5.