



## Pure Power

The first product in your leave-in hair routine should be effective without being synthetic. Our Pure Power Pre-Styling Hair Serum delivers conditioning, smoothness, and shine in a 100% natural, velvety formula. Apply before you blow dry to enjoy straight, flowing tresses all day long.



### **IOI OLEOCHEMICAL**

#### **IMWITOR® 375**

IMWITOR® 375 is a 100% natural, sunflower based and liquid O/W emulsifier. The molecular structure is similar to lecithin. It is cold processable and especially interesting for light emulsions with a soft, velvety touch as well as for gel creams.

#### **SOFTISAN® ConditionHAIR**

SOFTISAN® conditionHAIR is a 100% natural skin and hair conditioning agent. SOFTISAN® conditionHAIR is suitable for all types of hair.

#### **MIGLYOL® T-C7**

MIGLYOL® T-C7 is a 100% natural derived triglyceride of heptanoic acid. The odorless, non-greasy character and excellent dispersing properties make it the right choice for a wide range of personal care and cosmetic applications including hair care.

#### **MIGLYOL® Coco 810**

A natural fast spreading emollient and leaves a non-oily, smooth and velvet feel to hair and skin care products.

Univar Solutions offers this suggested formulation as a representative formulation only. See the back cover or [univarsolutions.com](http://univarsolutions.com) for important cautions.

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PHASE	INGREDIENT	WT%	TRADE NAME	SUPPLIER	WEIGHT GRAMS
A	Glyceryl Citrate/Lactate/Linoleate/Oleate	5.00	IMWITOR® 375	IOI Oleochemical/ Univar Solutions	50
	PCA Glyceryl Oleate	4.00	SOFTISAN® conditionHAIR	IOI Oleochemical/ Univar Solutions	40
	Triheptanoin	52.00	MIGLYOL® T-C7	IOI Oleochemical/ Univar Solutions	520
B	Coco-Caprylate/Caprate	39.00	MIGLYOL® Coco 810	IOI Oleochemical/ Univar Solutions	390
	Parfum (EU)/Fragrance (US)	q.s.	Fragrance		q.s.
	<b>Total</b>	100		<b>Total</b>	1000

### PROCEDURE

1. Mix phase A.
2. Slowly add phase B in given order, under stirring.