



Uplift my Locks

Are you looking for touchable hold, but synthetic ingredients have you feeling down? Get the hold you need from a bio-based, corn derived polymer with our styling hair spray. It delivers shine, moisture, and hold without weighing down your hair – or your ethos.



MaizeCare™ Style Polymer

A bio-based polymer derived from corn that allows flexibility in hair care styling from stiff hold to subtle definition and textures from waves to sprays. This non-GMO formula delivers the benefits customers desire: curl retention, frizz control, improved style durability, improved humidity resistance, virtually no flaking.

DOWSIL™ CE-8411 Smooth Plus Emulsion

With DOWSIL™ CE-8411 Smooth Plus Emulsion, formulators can create luxury hair care products with the moisturizing feel consumers love—while also delivering related benefits like: suppleness and flexibility without weighing the hair down, intensive conditioning, enhanced hair shine, decreased drying time.



Scoti-Hops™

Scoti-Hops™ promotes hair growth and may help to have healthy scalp condition due to its anti-oxidant and anti-inflammatory effects.



DL-Panthenol 50L

DL-Panthenol 50L is valued in skin and hair care for its moisturizing properties. For hair care application it is known for its humectant properties and its ability to improve the resistance of hair to mechanical stress.



Kalama® Benzyl Alcohol NF/FCC

Effective, high purity preservative, fixative, coalescent, solvent, and intermediate, produced to meet NF/FCC requirements.

Kalama® Sodium Benzoate NF/FCC

Green-label alternative to traditional preservatives, often used with Kalama Benzyl Alcohol to leverage the ingredients' natural antimicrobial synergy.

Univar Solutions offers this suggested formulation as a representative formulation only. See the back cover or univarsolutions.com for important cautions.

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PHASE	INGREDIENT	WT%	TRADE NAME	SUPPLIER	WEIGHT GRAMS
A	Water	93.90	DI Water		939
	Hydrolyzed Corn Starch	2.00	MaizeCare™ Style Polymer	Dow/ Univar Solutions	20
B	Panthenol	0.30	DL-Panthenol 50L	DSM/ Univar Solutions	3
C	Humulus Lupulus (Hops) Extract	1.00	Scoti-Hops™	The Garden of Naturalsolution/ Univar Solutions	10
D	Bis-Diisopropanolamino-PG-Propyl Dimethicone/Bis-Isobutyl PEG-14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	2.00	DOWSIL™ CE-8411 Smooth Plus Emulsion	Dow/ Univar Solutions	20
	Sodium Benzoate	0.50	Kalama® Sodium Benzoate NF/FCC	Emerald Kalama Chemical/ Univar Solutions	5
E	Benzyl Alcohol	0.30	Kalama® Benzyl Alcohol NF/FCC	Emerald Kalama Chemical/ Univar Solutions	3
Total		100		Total	1000

PROCEDURE

1. Weigh the water and begin mixing (~300 RPM).
2. While the water is mixing, weigh and sift in MaizeCare Style Polymer.
Note: The MaizeCare Style polymer can be cold processed, but heating can be used to increase the rate of dispersion. Cover the vessel to avoid water loss during heating. Heating (up to 45-50 C) can be used to speed up the rate of dispersion of MaizeCare Style Polymer. Cover the vessel to avoid water loss during heating.
3. Once the MaizeCare Style Polymer is fully dispersed, add the remaining ingredients in the order listed.
4. Mix well after all the ingredients have been added.