Clean

BY DESIGN

UnivarSolutions
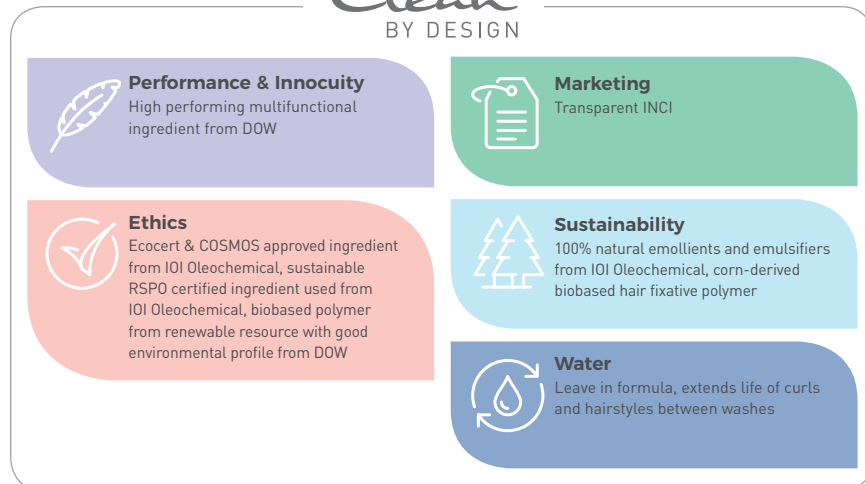
Hair care

HAIR **FOODIE**

Curl Cream

Let those curls, coils & kinks live their best life with this rich plant-derived curl cream. Natural oils and butters give curls just the right amount of moisture and weight to keep them bouncing and controlled. Light enough to be applied to wet hair pre-styling or to use to help redefine curls to extend time between washes.
#curlyhairdontcare #curlcrush

Clean
BY DESIGN

Performance & Innocuity
High performing multifunctional ingredient from DOW

Marketing
Transparent INCI

Ethics
Ecocert & COSMOS approved ingredient from IOI Oleochemical, sustainable RSPO certified ingredient used from IOI Oleochemical, biobased polymer from renewable resource with good environmental profile from DOW

Sustainability
100% natural emollients and emulsifiers from IOI Oleochemical, corn-derived biobased hair fixative polymer

Water
Leave in formula, extends life of curls and hairstyles between washes

Technology

DOW

MaizeCare™ Style Polymer
A biobased polymer derived from corn starch that provides flexibility in haircare styling formulations that can range from a stiff to soft hold. It delivers the benefits customers desire: curl retention, frizz control, improved style durability and improved humidity resistance. This Non-GMO film former has high compatibility with a range of other ingredients, allowing it to be easily incorporated into your next hair care solution.

ACULYN™ Siltouch Rheology Modifier
A versatile silicone-acrylate rheology modifier that builds water phase viscosity with the unique flexibility of being introduced either pre or post emulsification. Compatible with various oils across a wide pH range, it thickens rapidly without the need of high shear or neutralization. ACULYN Siltouch Rheology Modifier can be utilized in skin care, sun care and hair care, imparting a light and pleasant feel to the formulation.

ACULYN™ 88
Polymeric emulsifier with film forming, viscosity building and shear thinning properties. This versatile thickener performs as a suspension aid for opaque and clear solutions. Effective for hair styling products as it works synergistically with fixative resins, offers humidity resistance, and imparts a soft, non-greasy feel to formulations.

DSM

D-Panthenol 75 L
Moisturizer with anti-inflammatory effects that soothe irritated and sensitive skin.

IOI OLEOCHEMICAL

IMWITOR® liteMULS
A 100% natural oil-in-water emulsifier blend with self emulsifying capabilities, ideal for higher oil content emulsions and microemulsions where no viscosity build up is important. This easy-to-use emulsifier is stable for cold and hot processes, providing creative flexibility to formulators.

![Univar Solutions logo]

HAIR **FOODIE**
Curl Cream

TRADE NAME	INCI	SUPPLIER	%
PHASE A			
DI Water	Water		77.70
MaizeCare™ Style Polymer	Hydrolyzed Corn Starch	DOW / Univar Solutions	3.00
1,3-Butylene Glycol CQ	1,3-Butylene Glycol CQ	OQ / Univar Solutions	1.00
IMWITOR® liteMULS	Glyceryl Citrate/Lactate/Lioleate/Oleate	IOI Oleochemical / Univar Solutions	2.00
PHASE B			
Muyao Butter	Butyrospermum Parkii Butter	EarthOil by Univar Solutions	0.50
Cocoa Butter	Theobroma Cacao (Cocao) Seed Butter	EarthOil by Univar Solutions	1.50
Avocado Oil	Persea Gratissima (avocado oil)	EarthOil by Univar Solutions	0.10
Sweet Almond Oil	Prunus Amygdalus Dulcis	EarthOil by Univar Solutions	0.10
Cetearyl Alcohol	Cetearyl Alcohol	Univar Solutions	2.00
WITARIX® MCT 60/40	Caprylic/Capric Triglyceride	IOI Oleochemical / Univar Solutions	5.00
IMWITOR® 900 K	Glyceryl Stearate	IOI Oleochemical / Univar Solutions	1.50
PHASE C			
ACULYN™ Siltouch Rheology Modifier	Sodium Acrylate/Sodium Acryloydimethyl Taurate Copolymer, Dimethicone, Tredeceth-6, PEG/PPG-18/18 Dimethicone	DOW / Univar Solutions	2.00
Lincoserve™ HpH-6	Phenoxyethanol / Caprylyl Glycol / Ethylhexylglycerin	Lincoln Fine Ingredients / Univar Solutions	0.80
Fragrance	Fragrance		0.10
ACULYN™ 88 Rheology Modifier	Acrylates/Steareth-20 Methacrylate Crosspolymer	DOW / Univar Solutions	2.00
AMP-ULTRA® PC 2000	Aminomethyl Propanol	Angus / Univar Solutions	0.20
PHASE D			
D-Panthenol 75L	Panthenol	DSM / Univar Solutions	0.50
		Total:	100.00

PROCEDURE

1. Heat water to 75°C. Add MaizeCare™ Style Polymer until fully dispersed. Add remaining phase A ingredients.
2. In separate beaker, combine phase B ingredients and heat to 75°C.
3. Add phase B into phase A and mix. Allow formulation to mix for 5-10 mins. Homogenize for approximately 1 - 2 minutes. Let cool.
4. Add phase C in order listed at 50°C , pH sould be between 5.0-5.5. Add phase D.
5. Let formula sit overnight.

PROPERTIES

pH 5.3