

FORMULATION | CANADA

Clean
BY DESIGN

 Univar Solutions

Hair care

TO PROTECT & SMOOTH

Heat Serum

Sometimes all you need is a few key targeted ingredients to get the job done. This versatile anhydrous hair serum features a simple balance of silicones for effective heat protection, and efficient styling. This light serum can also be used as a quick nourishing serum to refresh dry hair and tame frizz between washes.

#keepitsimple #shinyhairdontcare

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Formulation Process

Cold process, one phase formula



Marketing

Short, transparent INCI, multifunctional 2-in-1 product for heat protection and style maintenance



Performance & Innocuity

High performing, multifunctional silicones providing conditioning and heat protection from DOW, high performing, multifunctional hair care active from DSM



Sustainability

100% natural oil from EarthOil by Univar Solutions, vegan-friendly hair care solution from DSM



Water

Anhydrous leave-in formula

Technology



XIAMETER™ PMX-1502 Fluid

A high viscosity gum in a volatile carrier fluid blend that delivers heat protection and frizz control to the hair due to its strong film forming properties. Key benefits include excellent lustre and shine, while its enhanced sensory profile provides slip and a smooth after feel, without tack or greasiness.

XIAMETER™ PMX-200 Silicone Fluid 2 cSt

A polydimethylsiloxane polymer for use in skincare, sun care, hair care, and colour cosmetic applications.

DOWSIL™ AP-8087 Fluid

An aminofunctional siloxane polymer that provides excellent conditioning performance, including improvements in wet and dry combing in shampoos and rinse-off conditioners. In addition, when used in leave-on applications, enhances hair shine and smoothness and reduces hair static.



Phytrantriol

A multifunctional hair care solution excellent for aiding in colour deposition and maintaining long term colour. At low dosages, this ingredient is capable of providing split end protection, heat protection, enhanced moisturization and strengthening, making it widely versatile and beneficial for a range of haircare product needs.



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TRADE NAME	INCI	SUPPLIER	%
PHASE A			
XIAMETER™ PMX-1502 Fluid	C11-C13 Isoparaffin, Dimethiconol, Isohexadecane, Dimethicone	DOW / Univar Solutions	40.00
XIAMETER™ PMX-200 Silicone Fluid 2 cSt	Dimethicone	DOW / Univar Solutions	54.00
DOWSIL™ AP-8087 Fluid	Bis-Hydroxy/Methoxy Amodimethicone	DOW / Univar Solutions	3.00
Argan Oil	Argania spinosa (Argan) kernel oil	EarthOil by Univar Solutions	2.50
Phytantriol	Phytantriol	DSM / Univar Solutions	0.50
Total:			100.00

PROCEDURE

1. Mix phase A ingredients in order listed until homogeneous.