

INSTA CLEANSE AFTER PREP HAIR MAKEOVER

We got all your after's covered... after-work, after-party, after-gym or when you're just in need of an express hair refresh. In one simple step, instantly cleanse, condition and revive your hair with this new generation hair cleanser for a flawless second-day look. No need to wash your hair, spray and brush **Insta Cleanse - "After" Prep Hair Makeover** to remove impurities, build-up, excess oil and odor at the scalp. Its sprayable and lightweight texture has no whitening effect and will boost hair volume. Straight, wavy, curly or bed head, this is your new BFF.

Actigum™ CS-11 QD: COSMOS approved efficient thickener and suspensive agent with great sensory profile. 100% nature-derived, cold processable.

DOWSIL™ EP-9801 Hydro Cosmetic Powder: silicone powder that can be readily dispersed in water. Very good oil and sebum absorption properties. Great sensory profile with a slippery and smooth feel.

StarDesign™ 05340: nature-derived starch with good oil absorption properties and a great sensory profile.

DOWSIL™ CE-1874 Microemulsion: water-dispersible liquid emulsion that delivers hair repair, shine, ease of combing and protection benefits without sacrificing hair volume.

Poly Suga® Mulse D9: ECOCERT approved PEG-free surfactant. Non-irritating for the eyes and excellent solubilizer for fragrance and essential oils.

Cola® Quat SME: mild cationic surfactant designed to neutralize a wide range of malodors like cigarette smoke or acetic acid.



Trade name	INCI name	Function	Supplier	%
Phase A				
	Water (Aqua)	Solvent	Univar*	Q.S: 78.85
	Glycerin	Humectant, vegetable origin	Univar*	2.0
Actigum™ CS-II QD	Sclerotium Gum	Texturizer, suspending agent, COSMOS approved	Cargill / Univar*	0.6
Phase B				
DOWSIL™ EP-9801 Hydro Cosmetic Powder	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Silica (and) Butylene Glycol	Absorbing agent, sensory and volume enhancer	Dow / Univar*	5.0
StarDesign™ 05340	Aluminum Starch Octenylsuccinate	Absorbing agent, sensory enhancer, naturally-derived	Cargill / Univar*	2.0
Phase C				
	Water (Aqua)	Solvent	Univar*	3.0
L-Proline	Proline	Hair conditioner, hair growth stimulator	Evonik / Univar*	0.3
Phase D				
Poly Suga® Mulse D9	Sorbitan Oleate Decylglucoside Crosspolymer	Solubilizer, ECOCERT approved	Colonial Chemical / Univar*	3.0
Ume Flower SY158353	Fragrance	Fragrance	Kao Fragrances / Univar*	0.15
Phase E				
Vitamin E Acetate	Tocopheryl Acetate	Anti-oxidant	Rita	0.5
Kem Wipe	Caprylyl Glycol, Glycerin, Benzoic Acid	Preservative	Akema / Univar*	0.6
DOWSIL™ CE-1874 Microemulsion	PEG-7 Dimethicone (and) Laureth-7 (and) Polysorbate 20	Sensory and shine enhancer, reduce combing force, damaged-hair repairer	Dow / Univar*	3.0
Cola® Quat SME	Soyethyl Morpholinium Ethosulfate	Anti-odor active	Colonial Chemical / Univar*	1.0

Procedure (Cold process)

1. Predisperse **Actigum™ CS-II QD** in glycerine
2. Disperse this pre-blend in water under high shear (Silverson/ Ultra-Turrax for 7 min at 7500 rpm) until a homogeneous gel is obtained
3. Disperse phase B into phase A and mix using normal agitation until the powders are completely dispersed in the gel
4. Premix phase C and when homogeneous add to phase AB
5. Premix phase D and when homogeneous add to phase ABC
6. Add ingredients of phase E to phase ABCD in the order listed while mixing between additions until homogeneous

Comments

- pH = 4.76
- Viscosity (spindle 4; 10 rpm; 1 min) = 5,140 cPs (25.7%)
- Application: For optimum use, spray the lotion in your hands and apply on dry hair. Massage it into the scalp at the root area.
- Leave-on water sprayable shampoo. Opaque lotion for oily scalp.

Stability

Stable at least 1 month at 4°C, RT and 40°C (still ongoing)

Campaign: Connection – Millennial Beauty | FR4118 5 | Issued by: Univar's EMEA PC Laboratory in Versailles, France

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