

# RUNWAY HAIR MEGA CURL CONDITIONING PUDDING

Put your BEST hair forward! Over experimented with too many trendy styles and colors? Try our new curly hair pudding for runway results. This thick bouncy cream texture is heaven to apply and is naturally fragranced with an orange peel oil blend.

It is chocked-full of vegetable-derived ingredients that nourish, moisturize and bring back those bouncy curls you were missing. We've added two specialty silicones that revitalize and define your beloved curls. **#curlproud #runwayready**

**Agri-Pure™ AP-620:** hydrogenated coconut oil-based natural emollient with softening properties.

**Elevance Soft CG-200:** 100% plant-based alternative emollient with excellent moisturization properties and luxurious feel. Adds frizz control in hair products.

**Oliwax®:** COSMOS approved stabilizer for O/W emulsions or anhydrous formulas, derived from ultra-refined pure olive oil. Structures the oil phase and gives a nice, smooth and non-greasy feel. Beeswax substitute.

**Biochemica® Orange Butter:** COSMOS approved plant-derived butter. Clean and refreshing scent, exhibits excellent spreadability on the skin.

**ACULYN™ SILTouch Rheology Modifier:** inverse emulsion of sodium polyacrylate in dimethicone. Cold-process emulsifier and thickening agent.

**DOWSIL™ CE-8411 Smooth Plus Emulsion:** adds a moisturizing feel to hair with increased slipperiness, smoothness and flexibility. Provides shine and superior conditioning benefits to hair.

**DOWSIL™ CE-7081 Smart Style:** amino silicone elastomer emulsion designed to give more flexibility, bounce and hold to hair. Increases smoothness and combing.



Trade name	INCI name	Function	Supplier	%
<b>Phase A</b>				
Biochemica® Shea Butter Refined	<i>Butyrospermum parkii</i> (Shea) Butter	Emollient, <b>COSMOS approved</b>	Hallstar / Univar*	4.0
Agri-Pure™ AP-620	Hydrogenated Coconut Oil	Emollient, 100% natural	Cargill / Univar*	4.0
Elevance Soft CG-200	<i>Cocos nucifera</i> (Coconut) Oil (and) Hydrogenated Soy Polyglycerides	Emollient, 100% bio-based	Elevance Renewable Sciences / Univar*	2.0
Oliwax®	Hydrogenated Olive Oil, <i>Olea europaea</i> (Olive) Fruit Oil, <i>Olea europaea</i> (Olive) Oil Unsaponifiables	Structuring agent, <b>COSMOS approved</b>	Hallstar / Univar*	2.0
Biochemica® Orange Butter	<i>Prunus amygdalus dulcis</i> (Sweet Almond) Oil, Hydrogenated Vegetable Oil, <i>Citrus aurantium dulcis</i> (Orange) Peel Oil	Emollient, <b>COSMOS approved</b>	Hallstar / Univar*	4.0
Vitamin E Acetate	Tocopheryl Acetate	Anti-oxidant	Rita	0.5
<b>Phase B</b>				
ACULYN™ SILTouch Rheology Modifier	Sodium Acrylate/Sodium AcryloyldimethylTaurate Copolymer (and) Dimethicone(and) Trideceth-6 (and) PEG/PPG-18/18 Dimethicone	Emulsifier, rheology modifier	Dow / Univar*	5.0
<b>Phase C</b>				
Kem NK	Phenoxyethanol, Sodium Benzoate, Potassium Sorbate, Aqua	Preservative	Akema / Univar*	1.0
	Water (Aqua)	Solvent	Univar*	Q.S: 67.37
<b>Phase D</b>				
DOWSIL™ CE-8411 Smooth Plus Emulsion	Bis-Isopropylamino-PG-Propyl Dimethicone/ Bis-Isobutyl PEG- 14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	Hair revitalizer	Dow / Univar*	4.0
DOWSIL™ CE-7081 Smart Style	Silicone Quaternium-16/Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5	Hair repair, styling properties	Dow / Univar*	6.0
<b>Phase E</b>				
Citric Acid Monohydrate CAM N1560 (50% solution in water)	Citric Acid	pH adjuster	Jungbunzlauer / Univar*	0.13

### Procedure (Hot process)

1. Combine ingredients of phase A and heat to 60-65°C while mixing
2. Add phase B to phase A and mix until uniform
3. Separately combine ingredients of phase C and heat to 65°C while mixing
4. Maintain heat while adding phase C to phase AB and mix until uniform
5. Allow phase ABC to cool down. Below 40°C, add ingredients of phase D in the order listed while mixing to ensure uniformity
6. Adjust pH between 5.0 and 5.5 with phase E

### Comments

- pH = 5.2
- Viscosity (spindle 7; 10 rpm; 1 min) = 96,000 cPs (24.0%)
- Application: Apply liberally onto wet hair. Comb or brush through to distribute it evenly. Cover the hair with a heated bonnet or shower cap and leave product on to penetrate with heat for up to 20 min or without heat for as long as needed. Rinse-off or leave-on, and style as usual.
- Bouncy thick white cream with orange smell, fragrance-free

### Stability

Stable at least 2 months at RT, 4°C and 40°C (still ongoing)

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