

SO CLEAN AQUAMARINE MICELL'HAIR

Don't sacrifice great hair to the city... Urbanites you've been waiting for this!

Univar presents THE go-to cleanser for today's cosmopolitan citizen. We've created a transparent micellar shampoo to gently cleanse your hair while keeping it mild thanks to a very low concentration of surfactants.

We've got you covered. Enriched in actives and essential oils, Micell'Hair both purifies and cleanses environmental aggressors from root to tip. **#byebyegrime #hellogorgeous**

AKYPO® FOAM LM 25: mild, sulfate-free surfactant that creates rich, gentle and creamy foam with micro-size bubbles.

KAO SOFCARE® GP-1: outstanding conditioning agent with multiple benefits such as hair shine, hair volume and manageability.

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

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

Blue Cypress Oil: COSMOS approved Australian essential oil with good anti-inflammatory and antimicrobial properties.



Trade name	INCI name	Function	Supplier	%
Phase A				
	Water (Aqua)	Solvent	Univar*	Q.S: 76.4
KAO SOFCARE® GP-1	PPG-3 Caprylyl Ether	Hair conditioner, naturally-derived	Kao Chemicals Europe / Univar*	0.5
Cola® Moist 200	Hydroxypropyl Bis-Hydroxyethylidimonium Chloride	Humectant	Colonial Chemical / Univar*	2.0
AKYPO® FOAM LM 25	Potassium Laureth-4 Carboxylate	Surfactant	Kao Chemicals Europe / Univar*	12.0
BETADET® HR	Cocamidopropyl Betaine	Surfactant	Kao Chemicals Europe / Univar*	4.0
Phase B				
Poly Suga® Mulse D9	Sorbitan Oleate Decylglucoside Crosspolymer	Solubilizer, ECOCERT approved	Colonial Chemical / Univar*	3.0
Cedar SY157665	Fragrance	Fragrance	Kao Fragrances / Univar*	0.1
Blue Cypress Oil	<i>Callitris intratropica</i> Wood Oil	Essential oil with purifying properties, COSMOS approved	Down Under / Univar*	0.1
Phase C				
Cola® Quat SME	Soyethyl Morpholinium Ethosulfate	Anti-odor active	Colonial Chemical / Univar*	1.0
Stabil ZERO	Pentylene Glycol, Caprylyl Glycol, Ethylhexylglycerin	Alternative preservative	Akema / Univar*	0.8
37005 FD&C Blue n°1 (0.1% solution in water)	CI 42090	Dye	Univar Colour*	0.1

Procedure (Cold process)

1. In the main vessel, add all ingredients of phase A in order
2. In a separate vessel, mix ingredients of phase B until clear
3. Add phase B to phase A
4. Add ingredients of phase C in order to phase AB

Comments

- pH = 5.8
- Application: Apply to hair from root to tip and add water to create the foam. Massage it in for gentle cleansing and purifying of the hair and scalp.
- Light blue liquid

Stability

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

Campaign: Connection – Millennial Beauty | FR1218 14 | Issued by: Univar's EMEA PC Laboratory in Versailles, France

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