



iLove- Shower Gel

This conditioning shower gel is designed for young women exhibiting suspended red heart films that instantly melt upon massaging into the skin. **Mix Vision beads** with vitamin E are also found in suspension to add more to the dramatic visuals. The care benefits are fine-tuned with the addition of **SoftCAT™ SK-MH** skin conditioning polymer which help to deposit additional fragrance and actives onto the skin. iLove is formulated with the chosen surfactant **EcoSense™ 919** which optimises the mildness of this formulation to the skin. **ACULYN™ Excel** a new rheology modifier based upon acrylate technology expands the formulators toolbox to help achieve efficient suspension while delivering transparent formulations at low pH. The **Lavender extract** that is used in this formulation is sourced in southern France by Naturex and used for its natural anti-oxidant and dermo-purifying action.

 **UNIVAR®**
PERSONAL CARE

	Trade name	INCI name	Supplier	%
A	1 Water	Aqua	Univar*	Qs 100%
	2 Aculy™ Excel	Acrylates Copolymer	Dow Personal Care/Univar*	6.5
	3 EMAL 270D	Sodium Laureth Sulfate	Kao Personal Care/Univar*	14.29
B	4 EcoSense 919 Surfactant	Coco-glucoside	Dow Personal Care/Univar*	3.92
	5 Empigen Total active TC/U	Cocamidopropyl betaine	Huntsman/Univar*	5.88
C	6 Sodium Hydroxide (30%) Qs to pH 8.0	Sodium Hydroxide	Univar*	Qs to pH8
D	7 Salicylic acid	Salicylic acid	Novacyl/Univar*	0.50
E	8 Citric acid	Citric acid	Jungbunzlauer/Univar*	
F	9 Water	Aqua	Univar*	9.80
	10 SoftCAT SK-MH Conditioning Polymer	Polyquaternium-67	Dow Personal Care/Univar*	0.20
G	11 Fragrance – Fruity Candies SX137838	Parfum	Kao Chemicals Europe/ Univar*	0.08
H	12 Unihearts R0-652C	Mannitol, Cellulose, Acrylates Copolymer, Hydroxypropylcellulose, Decyl Glucoside, Caprylic/Capric Triglyceride, Acrylates/ Ammonium Methacrylate Copolymer, Talc, Mica, Triethyl Citrate	Induchem	0.1
	13 Mix Vision beads with Vitamin E	Manitol, Cellulose, HPMC, Titanium Dioxide, Red Iron Oxide, Yellow Iron Oxide, Chromium Oxide Green, Vitamin E	IMPACT COLORS, INC./ Univar*	0.15
	14 Lavender extract LG	Lavandula angustifolia flower extract	Naturex/Univar*	0.5

* Please contact your regional Univar Sales Representative to ensure that mentioned products are distributed in your country.

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Contact: personalcareEMEA@univar.com

Procedure (Cold Process)

- Mix together the ingredients of phase A until uniform
- Add ingredients of phase B under stirring
- Increase the pH to pH 8.0 (not exceeding pH 10) by adding phase C
- Add phase D
- Add phase E decrease pH to 4.8
- In a separate mixing vessel mix ingredients of phase F and stir until complete dissolution. Hydration of SoftCat can be accelerated by heating the solution to 65°C or by increasing the alkalinity of the solution.
- Add F to A-E
- Add ingredient of phase G
- Add ingredients of phase H

Stability

Stable at least 3 months at RT and 40°C

Comments

Viscosity (Brookfield RVDV-II+ Pro, spindle 5, 30 rpm, 1 min) = 8 040 cPs (60.3%) pH = 5.03

Product Appearance: A crystal clear transparent gel which suspends coloured beads and red heart films.

This formulation was inspired from "Love Me" Shower Gel for Teens developed by Dow Personal Care and showcased at SCS 2014



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