



BLOW DRY HAIR CARE

INTRO

BLOW DRY is a leave-in hair cream designed for cosmopolitan consumers who are looking for effectiveness in their beauty routine to style hair on-the-go thanks to a time-release technology.

TECH

Ease to style: DOWSIL™ CE-7114 Silicone Quat Microemulsion, a multifunctional ingredient, allows to style hair, while reducing the drying time, protecting from heat, boosting hair volume and conditioning hair. The technology behind? On one hand, it allows to create hydrophobic layer on hair leading to water-beading with lower water retention on hair effect. On the other hand, it creates low surface energy/surface tension providing better lubrication and inter fibre movement. The combination of both properties allows more airflow between hair fibres and less entrapped water.

Nourish: Avocado oil has been added to reinforce the nourishing properties of the formula, combined with Emultop™ Velvet IP, an O/W emulsifier that ensures the stability of the formula.

Texturize: Actigum™ CS11 QD and StarDesign™ Care are used to create a stable system, while providing the indulgent creamy sensory profile.

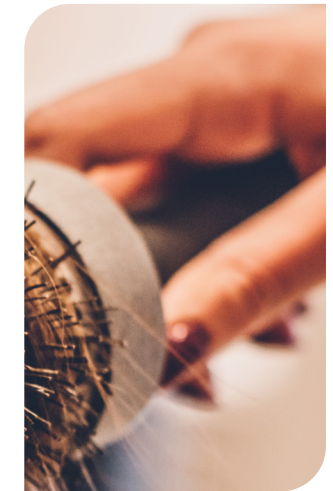
DOWSIL™ CE-7114 Silicone Quat Microemulsion: nonionic microemulsion of a quaternized amino-functional silicone polymer. Delivers multiple benefits in hair care applications such as conditioning, reduced drying time and hair breakage, color and heat protection.

Actigum™ CS11 QD: COSMOS approved efficient thickener and suspensive agent with great sensory profile. 100% derived natural, cold processable.

StarDesign™ Care: naturally derived thickener made from waxy corn. Gives a buttery texture and cocooning skin feel.

Emultop™ Velvet IP: COSMOS suitable highly efficient lecithin. Can emulsify up to 20% of oil and gives a velvety smooth touch on the skin.

Organic Avocado Oil Crude: vegetable oil rich in mono-unsaturated fatty acids. Widely used for hair treatment as it reinforces the hair, reduces dandruff, prevents hair breakage and protects the hair from external damages.



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PROCEDURES

COLD PROCESS

1. Add each ingredient of phase A in order listed and mix until homogeneous between each addition. For **Actigum™ CS11 QD**, increase the mixing speed up to 7,000 rpm for 7min using Silverson or Ultra-Turrax
2. Premix phase B
3. Add phase B to phase A under high shear (Silverson for 7min at 10,000 rpm)
4. Under moderate agitation, add each ingredient of phase C in order listed and mix between each addition until homogeneous

STABILITY

Stable at least 2 months at 4°C, RT and 40°C.

COMMENTS

- pH = 5.23
- Viscosity (spindle 7; 10 rpm; 1min) = 80,000 cPs (20.0%)
- Application: Apply and spread uniformly on untangled hair. To accelerate hair drying, blow dry or let air dry
- Light yellow gel-cream

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Univar Solutions EMEA
BPC Laboratory in Cusago, Italy

TRADE NAME	INCI NAME	FUNCTION	SUPPLIER	%
PHASE A				
	Water (Aqua)	Solvent	Univar Solutions*	Q.S: 88.03
Versene™ Na2 Crystals Chelating Agent	Disodium EDTA	Chelating agent	Dow / Univar Solutions*	0.05
Actigum™ CS11 QD	Sclerotium Gum	Stabilizing agent, COSMOS approved	Cargill Beauty / Univar Solutions*	0.7
StarDesign™ Care	Hydroxylpropyl Starch Phosphate	Texturing agent	Cargill Beauty / Univar Solutions*	3.0
PHASE B				
Emultop™ Velvet IP	Lecithin	Emulsifier, COSMOS suitable	Cargill Beauty / Univar Solutions*	0.5
Organic Avocado Oil Crude	<i>Persea gratissima</i> Oil	Vegetable oil, nourishing	EarthOil by Univar Solutions*	1.0
PHASE C				
DOWSIL™ CE-7114 Silicone Quat Microemulsion	Silicone Quaternium-16 (and) Undeceth- 11 (and) Butyloctanol (and) Undeceth-5	Fast drying agent, heat protection, volume enhancer	Dow / Univar Solutions*	4.54
Kem E	Benzyl alcohol, Aqua, Potassium Sorbate, Sodium Benzoate	Preservative	Akema / Univar Solutions*	1.2
Vitamine E Acetate	Tocopheryl Acetate	Antioxidant	Rita	0.5
Luna SY154956	Fragrance	Fragrance	Kao Fragrances / Univar Solutions*	0.3
Citric Acid Monohydrate CAM N1560 (30% solution in water)	Citric Acid	pH adjuster	Jungbunzlauer / Univar Solutions*	0.18

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