



# CLEANSE

## HAIR CARE

### INTRO

**CLEANSE** is an extra mild conditioning shampoo with a very creamy luxurious texture. It has been designed to seduce the new high-end naturally-oriented consumer. Cleansers don't have to be dull and we aim to innovate by creating toiletries that are both fun to use and efficacious.

### TECH

**Naturally-oriented mild foaming system:** Suga®Nate 160NC and BETADET® SHR for a mild and sulfate and ethoxylate-free system.

**Hair health:** Organic Castor Oil Crude, combined with Olivem® 2020 as cold emulsifier.

**Alternative conditioner:** KAO SOFCARE® GP-1 is a silicone free conditioner imparting shine and smoothness.

**Sensory profile:** the mix of Actigum™ VSX 20 with Olivem® 2020 allows to create a rich and creamy texture, while DANOX® BF-22 creates the pearly shine for a luxurious touch.

**Actigum™ VSX 20:** COSMOS approved thickener and suspending agent with a great sensory profile.

**BETADET® SHR:** amphoteric surfactant, thickener and foam booster. A mild surfactant safe for skin. Vegetable origin.

**DANOX® BF-22:** highly effective sulfate-free pearling agent. Gives a brilliant white pearly shine appearance and excellent opacifying effect.

**KAO SOFCARE® GP-1:** eco-friendly, vegetable based hair conditioning agent. Enhances shine and manageability, imparting more smoothness. Imparts heat protection.

**Suga®Nate 160NC:** 100% bio-based surfactant with a very safe profile. Patented anionic alkyl polyglucoside derivative that offers a superior alternative to traditional ethoxylated and sulfate chemistries.

**Olivem® 2020:** naturally inspired, polymeric emulsifier based on olive oil chemistry that efficiently stabilizes all types of emulsions.



**Organic Castor Oil Crude:** vegetable oil well-known for its numerous benefits in hair care. Thanks to its high content in fatty acids and vitamin E, it nourishes and strengthens the hair.

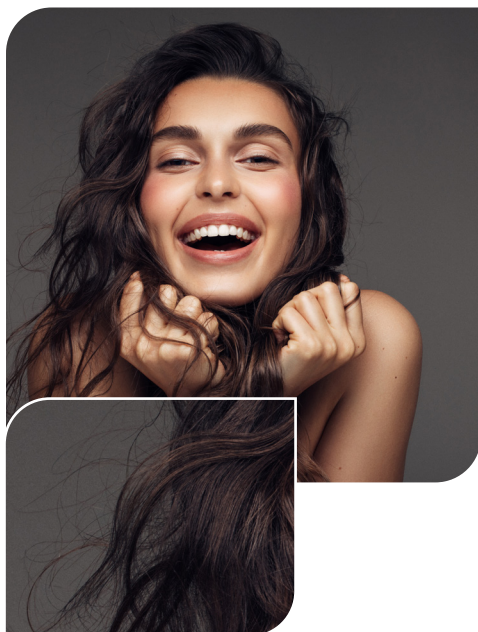


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**Extra mild conditioning shampoo with a very creamy luxurious texture**

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## PROCEDURES

### COLD PROCESS

1. Premix glycerine and **Actigum™ VSX20** together, add the premix to water and mix with Silverson at 7,000 rpm for 7min
2. Add the rest of the ingredients of phase A in order listed and make sure it is homogeneous between additions
3. Prepare phase B in a separate vessel and add it to phase A under agitation
4. Add ingredients of phase C

## STABILITY

Stable at least 3 months at 4°C, RT and 40°C.

## COMMENTS

- pH = 5.4
- Viscosity (spindle 4; 10 rpm; 1min) = 7,020 cPs (35.1%)
- Application: Apply evenly on your hair, massage and rinse-off
- White and creamy fluid gel

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Univar Solutions EMEA  
BPC Laboratory in Versailles, France

TRADE NAME	INCI NAME	FUNCTION	SUPPLIER	%
<b>PHASE A</b>				
	Water (Aqua)	Solvent	Univar Solutions*	Q.S: 40.2
	Glycerin	Humectant, vegetable origin	Univar Solutions*	3.0
<b>Actigum™ VSX 20</b>	Sclerotium Gum (and) Xanthan Gum	Thickener and stabilizer, COSMOS approved	Cargill Beauty / Univar Solutions*	0.8
<b>Suga®Nate 160NC</b>	Sodium Laurylglucosides Hydroxypropylsulfonate	Mild anionic surfactant, 100% naturally-derived	Colonial Chemical / Univar Solutions*	33.0
<b>BETADET® SHR</b>	Cocamidopropyl Hydroxysultaine	Amphoteric surfactant	Kao Chemicals Europe / Univar Solutions*	11.5
<b>PHASE B</b>				
<b>Olivem® 2020</b>	Ethylhexyl Olivatate, Sodium Acrylates Copolymer, Polyglyceryl-4 Olivatate	Emulsifier and stabilizer	Hallstar / Univar Solutions*	3.0
<b>Organic Castor Oil Crude</b>	<i>Ricinus communis</i> Seed Oil	Vegetable oil	EarthOil by Univar Solutions*	3.0
<b>PHASE C</b>				
<b>Kem EHG</b>	Phenoxyethanol, Ethylhexylglycerin	Preservative	Akema / Univar Solutions*	0.8
<b>KAO SOFCARE® GP-1</b>	PPG-3 Caprylyl Ether	Conditioning agent	Kao Chemicals Europe / Univar Solutions*	0.3
<b>DANOX® BF-22</b>	Glycol Distearate / Laureth-4 / Cocamidopropyl Betaine	Pearling/opacifying agent	Kao Chemicals Europe / Univar Solutions*	4.0
<b>Aqua Peps SY155895</b>	Fragrance	Fragrance	Kao Fragrances / Univar Solutions*	0.4