



EXFOLIATE HAIR CARE



INTRO

New trend alert! This is your new hair care routine: scalp exfoliation. **EXFOLIATE** is a naturally inspired formula to softly exfoliate scalp, while conditioning and nourishing hair. The plus? The easy application and rinse-off!

Hair exfoliators are especially good for dry and oily scalps as well as dandruff to remove any build-up and excess skin cells. They are well known to help get healthier, shinier hair from roots to the tips. Scalp exfoliators are made for sensitive areas and thus they should be nourishing and gentle.

TECH

Scrub: Walnut shell of a specific granulometry (60/100), softly exfoliates scalp.

Condition: DOWSIL™ 969 Emulsion, for slipperiness and easy detangling, and DOWSIL™ HMW 2220 Non-Ionic Emulsion, for hair repair, deeply condition hair.

Shine: Biochemica® Arganshine boosts shine.

Nourish: To improve the moisturizing properties, avocado butter has been added.

Texturize and rinse-off: ACULYN™ 38 Polymer helps form the jelly texture for an easy application and the suspension of the exfoliator, while BETADET® S-20 is used to easily rinse-off this rich formula.

ACULYN™ 38 Polymer: rheology modifier that gives a smooth and soft jelly texture. It also has good suspension properties and stabilize the emulsion system.

DOWSIL™ HMW 2220 Non-Ionic Emulsion: ready-to use water-based emulsion of an extremely high viscosity polymer with good conditioning properties, gives excellent moisturization perception and silky touch.

DOWSIL™ 969 Emulsion: cationic based emulsion of amodimethicone. Conditioning agent, decreases dry combing force and provides slipperiness on wet hair.

BETADET® S-20: Amphoteric surfactant decreasing the irritation potential of the primary ones, improves foam and viscosity. Also used for its improved pH and low temperature stability compared to classical CAPB.

Biochemica® Arganshine: natural shine enhancer. Exploits the healing properties of rich, non-greasy Moroccan argan tree seed oil. Naturality >50%.



Olivem® 1000: COSMOS approved biomimetic ingredient derived from olive oil, high performance primary O/W emulsifier, with the ability to make liquid crystals.

AMP-ULTRA™ PC 2000: multifunctional additive. Neutralizes the rheology modifier. Very good safety profile.

Walnut Shell 60/100: biodegradable exfoliating agent. Vegetable-based alternatives to polyethylene particles.

Well known to help get **healthier, shinier hair** from **roots to the tips.**

EXFOLIATE | HAIR CARE



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PROCEDURES

HOT PROCESS

1. In the main vessel, heat the water to 85°C and add all constituents of phase A in order listed. Make sure it is homogeneous between each addition
2. Prepare separately phase B and heat to 85°C while mixing
3. Add phase B to phase A and mix well under shear to make the emulsion
4. Slowly add phase C to phase AB while cooling down
5. Add ingredients of phase D in order listed when the temperature reaches 40°C
6. Add phase E and mix slowly until homogeneously dispersed

STABILITY

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

COMMENTS

- pH = 7.05
- Viscosity (spindle 6; 10 rpm; 1min) = 78,000 cPs (78%)
- Application: Apply the cream on the nearest of your wet scalp. Rub gently and rinse off meticulously
- White shiny cream with brown exfoliators

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Univar Solutions EMEA
BPC Laboratory in Versailles, France

TRADE NAME	INCI NAME	FUNCTION	SUPPLIER	%
PHASE A				
	Water (Aqua)	Solvent	Univar Solutions*	Q.S: 47.63
ACULYN™ 38 Polymer	Acrylates/Vinyl Neodecanoate Crosspolymer	Rheology modifier	Dow / Univar Solutions*	8.0
AMP-ULTRA™ PC 2000	Aminomethyl Propanol	Multifunctional additive – neutralizing agent	ANGUS® / Univar Solutions*	0.75
PHASE B				
Biochemica® Arganshine	Hydrogenated Vegetable Oil, <i>Argania spinosa</i> Kernel Oil, Cetearyl Alcohol, <i>Prunus amygdalus dulcis</i> (Sweet Almond) Oil	Hair conditioner, naturally-derived	Hallstar / Univar Solutions*	2.0
Olivem® 1000	Cetearyl Oliviate, Sorbitan Oliviate	Emulsifier, COSMOS approved	Hallstar / Univar Solutions*	3.0
Biochemica® Avocado Butter	<i>Persea gratissima</i> (Avocado) Oil, Hydrogenated Vegetable Oil	Emollient, natural butter, ECOCERT approved	Hallstar / Univar Solutions*	5.0
Vitamin E Acetate	Tocopheryl Acetate	Antioxidant	Rita	0.5
PHASE C				
	Water (Aqua)	Solvent	Univar Solutions*	16.5
PHASE D				
Kem Plus 2	Phenoxyethanol, Iodopropynyl Butylcarbamate	Preservative	Akema / Univar Solutions*	0.6
DOWSIL™ HMW 2220 Non-Ionic Emulsion	Divinyldimethicone / Dimethicone Copolymer (and) C12-C13 Pareth-23 (and) C12 Pareth-3	Hair repairing agent	Dow / Univar Solutions*	2.0
DOWSIL™ 969 Emulsion	Amodimethicone (and) Cetrimonium Chloride (and) Trideceth-3 (and) Trideceth-15	Hair conditioner	Dow / Univar Solutions*	6.0
BETADET® S-20	Lauryl Hydroxysultaine	Surfactant	Kao Chemicals Europe / Univar Solutions*	6.0
PHASE E				
Avocado PhytPeel 500	<i>Persea gratissima</i> Fruit Powder	Natural exfoliator	Greenphyt	0.54
Walnut Shell 60/100	<i>Juglans regia</i>	Natural exfoliator	Eco-Shell / Univar Solutions*	0.5
Cherry PhytPeel 1000	<i>Prunus cerasus</i> Shell Powder	Natural exfoliator	Greenphyt	0.65
Green Day SY156347	Fragrance	Fragrance	Kao Fragrances / Univar Solutions*	0.33