

Mud Day Hair Wax

Specially designed for men, a matte clay based styling wax to unleash your creativity. This high viscosity creamy wax is very easy to wash out making it easy to remove under the shower after you sport session, but gives flexible hold for versatile styling throughout the day.

- › **Satiagel™ VPC 512:** natural and ethical, COSMOS approved, carrageenan polymer, specially designed for hair styling application. Gives texture and smooth application to the product and reinforces the styling effect.
- › **ACUDYNE™ 1000 Polymer:** hair styling polymer allows hair product formulators to achieve long lasting style control with high levels of hold, excellent humidity resistance and no flaking.
- › **AMP-ULTRA™ PC 2000:** multifunctional additive. Neutralizes the styling resin and increases the curl retention and styling properties with a good rinsability and no odor. Very good safety profile and no nitrosamine formation.
- › **Elevance Smooth CS-110:** wax derived from natural ingredients. Structures the product and reinforces the styling effect. Good compatibility with mineral oil.
- › **CosGREEN™ surfine:** green clay coming from France. Very high purity and COSMOS approved, with quantity controlled heavy metals. Gives a mattifying effect to the wax and oil and sebum absorption.
- › **Olivem® 1000:** COSMOS approved biomimetic ingredient derived from olive oil, high performance primary O/W emulsifier, with the ability to make liquid crystals.
- › **Oliwax® LC:** co-emulsifying wax, derived from natural oil. Liquid crystal promoter. Gives stability and viscosity to the product with a very nice skin feel.
- › **Bentone Gel® MIO V:** activated clay dispersed in mineral oil. Structures the oil phase, has suspending properties and reinforces the mattifying effect. Also recommended for styling applications.

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| Trade name | INCI name | Function | Supplier | % |
|------------------------|---|---|---------------------------------------|---------------|
| Phase A | | | | |
| | Water (Aqua) | Solvent | Univar* | Q.S: 48.88 |
| Satiagel™ VPC 512 | Carrageenan | Texturing agent, styling polymer | Cargill / Univar* | 2.4 |
| | Glycerin | Humectant | Univar* | 5.0 |
| ACUDYNE™ 1000 Polymer | Acrylates/ Hydroxyesters Acrylates Copolymer | Hair fixative polymer | Dow / Univar* | 1.0 |
| AMP-ULTRA™ PC 2000 | Aminomethyl Propanol | Multifunctional additive – neutralizing agent and styling benefit | ANGUS® / Univar* | 0.12 |
| Kem Nat | Benzyl Alcohol, Glyceryl Caprylate, Glyceryl Undecylenate | Preservative | Akema / Univar* | 1.2 |
| CosGREEN™ surfine | Illite, Kaolin, Montmorillonite | Green Clay – mattifying and absorbing properties | Argile du Velay / Univar* | 10.0 |
| EMANON® HE | PEG-7 Glyceryl Cocoate | Surfactant, improves rinsability | Kao Chemicals Europe / Univar* | 10.0 |
| Phase B | | | | |
| Olivem® 1000 | Cetearyl Oliviate, Sorbitan Oliviate | Emulsifier | Hallstar / Univar* | 5.0 |
| Oliwax® LC | Cetyl Palmitate, Sorbitan Palmitate, Sorbitan Oliviate | Co-emulsifier, structuring agent | Hallstar / Univar* | 5.0 |
| Elevance Smooth CS-110 | Hydrogenated Soy Polyglycerides (and) C15-23 Alkane | Structuring agent | Elevance Renewable Sciences / Univar* | 5.0 |
| Bentone Gel® MIO V | Mineral Oil, Disteardimonium Hectorite, Propylene Carbonate | Rheology modifier | Elementis Specialties / Univar* | 6.0 |
| Phase C | | | | |
| Surfing SY155898 | Fragrance | Fragrance | Kao Fragrances / Univar* | 0.4 |

Stability

Stable at least 1 month at RT, 4°C and 40°C (still ongoing).

Comments

- pH = 7.54
- Viscosity (spindle 7; 10 rpm; 1 min) = 57,600 cPs (57.6 %)
- Application: Apply on the hair for a medium styling with matte effect. Product designed for men.
- Kaki green waxy cream.

Procedure (Hot process)

1. Pre-mix together **Satiagel™ VPC 512** and glycerin until homogenous paste is obtained
2. In a separate vessel, add **ACUDYNE™ 1000 Polymer**, **Kem Nat**, **CosGREEN™ surfine** and **EMANON® HE**
3. Mix well all constituents and make sure the **CosGREEN™ surfine** is well dispersed
4. Add hot water directly on the blend and neutralize **ACUDYNE™ 1000 Polymer** until pH 8.0 with **AMP-ULTRA™ PC 2000**
5. Finally, disperse the pre-mix glycerin and **Satiagel™ VPC 512** in the water phase
6. Homogenize and keep phase A at 85°C
7. In the main vessel, melt all phase B ingredients together except the **Bentone Gel® MIO V**
8. When it is melted, add **Bentone Gel® MIO V** and disperse it under high shear for 15 min
9. When the two phases are homogenous and at 85°C, slowly add phase A to phase B and mix with medium/high shear until homogenous emulsion
10. Start to cool down and when temperature is under 50°C, add the fragrance
11. Cool down to room temperature