



Style-N-Go Firm Hold Gel

PEG and silicone free, this hair fixative gel contains **Acudyne™ 1000 Polymer**, a styling polymer which provides long lasting hold and low tack for a more natural feel. **Aculyn™ 88**, an aqueous thickener with generous pick-up, is neutralized with **AMP Ultra™ PC 2000**, imparting humidity resistance and curl retention. **L-Arginine L-Aspartate**, an amino acid, offers hair conditioning properties. Plant derived and multi-functional, **Kao Sofcare® GP-1** imparts outstanding shine, more smoothness and less frizz. **Opuly™ 305 Opacifier** gives a white luxurious texture to the formula.

 **UNIVAR®**
PERSONAL CARE

	Trade name	INCI name	Supplier	%	
A	1	Water (Aqua)	Univar*	Q.S	
	2	Acudyne™ 1000 Polymer	Acrylates/ Hydroxyesters Acrylates Copolymer	Dow Personal Care / Univar*	5.0
B	3	AMP Ultra™ PC 2000	Aminomethyl Propanol	Angus / Univar*	0.6
C	4	Water (Aqua)	Univar*	20	
	5	Aculyn™ 88	Acrylates/Steareth-20 Methacrylate Crosspolymer	Dow Personal Care / Univar*	6.0
	6	Kem plus 2	Phenoxyethanol and Iodopropynyl Butylcarbamate	Akema / Univar*	0.7
D	7	Kao Sofcare® GP-1	PPG-3 Caprylyl Ether	Kao Chemicals Europe / Univar*	0.75
	8	L-Arginine L-Aspartate	Arginine Aspartate	Evonik / Univar*	0.3
	9	Opolyn™ 305 Opacifier	Acrylates/PEG-10 Maleate/Styrene Copolymer	Dow Personal Care / Univar*	1.0
E	10	Perfect Style SHI37734	Fragrance	Kao Fragrances / Univar*	0.2
	11	AMP Ultra™ PC 2000	Aminomethyl Propanol	Angus / Univar*	Q.S

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

Procedure (Cold process)

1. Weigh ingredients of phase A and combine them with gentle stirring until homogeneous.
2. Adjust pH of A incrementally with B to pH 8-9.
3. In a separate vessel, blend C until uniform.
4. Slowly add C to AB under homogenization and mix until uniform.
5. Add D individually, mixing after each addition.
6. Adjust pH if necessary with phase E to pH 6.5 - 7.20.

Stability

Stable at least 2 months at room temperature and 40°C (still ongoing).

Comments

- pH = 7.09
- Viscosity (spindle 7 : 20 rpm ; 1 min) = 97.600 cPs (48.8%)
- Application = apply on the hair and work until you achieve the hair style you want. Leave on.
- Jelly white brilliant gel
- Formula issued from "Smooth Feel - Hair styling Gel" (formulation 090315.CM(U)-C) developed for our SIM 1 by Univar.

Reference: FR3416

Issued by: Univar's EMEA PC Laboratory in Versailles, France

Contact: personalcareEMEA@univar.com | www.univar.com



Disclaimer – Univar BV and its affiliates ("Univar") offers this suggested formulation as a representative formulation only. It is not a commercialized product. Univar relies on information and data from its suppliers on which to base this suggested formulation, but Univar has not subjected the suggested formulation to any testing for performance, efficacy or safety. Univar makes no warranties, express or implied, related to this suggested formulation, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Additionally, Univar has not done any patent search on the suggested formulation. BEFORE USE, YOU MUST TEST THE FORMULATION, OR ANY VARIANCE THEREOF, TO DETERMINE ITS PERFORMANCE, EFFICACY AND SAFETY. FURTHERMORE, IT IS YOUR RESPONSIBILITY TO OBTAIN ANY NECESSARY GOVERNMENT CLEARANCE, LICENSE OR REGISTRATION. BY TAKING THIS SUGGESTED FORMULATION, YOU HEREBY AGREE TO DEFEND AND HOLD UNIVAR HARMLESS FROM ANY CLAIM OF INTELLECTUAL PROPERTY INFRINGEMENT. Any suggested uses are not inducements to infringe any patent and should not be taken as such. © 2016. Univar Inc. All rights reserved. Univar, the hexagon and the Univar logo are registered trademarks of Univar Inc. Certain trademarks are owned by third parties, are used to identify the goods and services identified by those marks, and are the property of their rightful owners. 00008843-2016