



## Raw Ochre Clay Purifying Hair Mask

Inspired by Moroccan traditions, we've created a repairing hair treatment specific for oily hair. **ACULYN™ 88 Polymer** creates this rich creamy gel texture and stabilizes the system. It is neutralized with **AMP-ULTRA® PC 2000** that improves pH and color stability. **METHOCEL™ 40-0100 PCG** combined with xanthan gum gives a smooth feeling, excellent spreadability and helps thicken the gel. It's easy to rinse-off thanks to **BETADET® S-20** and **AKYPO® RLM 100**, an unpreserved organic acid that imparts excellent mildness to all types of formulations. Rhassoul is an ancient clay that comes from deep below the Atlas Mountains in Morocco. It cleans and invigorates while improving blood circulation. It has the ability to absorb excess oils, dirt and harmful toxins. **AUXINA TRICOGENA** fosters hair bulb growth and **Dow Corning® CE-8411 Smooth Plus** is a strong hair repairer. **Dow Corning® HMW 2220 Non-Ionic Emulsion** brings extra-smoothness and unctuousity to the final texture.

 **UNIVAR®**  
PERSONAL CARE

	Trade name	INCI name	Supplier	%	
A	1	Water (Aqua)	Univar*	Q.S	
	2	Kem EHG	Phenoxyethanol, Ethylhexylglycerin	1.2	
	3	VERSENE Na2 Crystals	Disodium EDTA	0.25	
	4		Glycerin	5.0	
	5	ACULYN™ 88 Polymer	Acrylates/Steareth-20 Methacrylate Crosspolymer	Dow Personal Care / Univar*	3.3
B	6	AMP-ULTRA® PC 2000	Aminomethyl Propanol	ANGUS® / Univar*	0.46
C	7	METHOCEL™ 40-0100 PCG	Hydroxypropyl Methylcellulose	Dow Personal Care / Univar*	0.4
	8	Xanthan Gum Personal Care grade FFCSF	Xanthan Gum	Jungbunzlauer / Univar*	0.6
D	9	2I10 Titanium Dioxide	Titanium Dioxide	Univar Colour*	2.0
	10	Rhassoul	Moroccan Lava Clay	Logona	15.0
	11	OTS-2 YELLOW LL-100P	Iron oxides (and) CI 77492 (and) Triethoxycaprylylsilane	Daito Kasei	1.6
	12	Kaolin	Kaolin	Ecco Verde	5.0
E	13	Menthol Crystals	Menthol	Hughes & Company	0.05
	14	Premium Minerals SY153908	Fragrance	Kao Fragrances / Univar*	0.56
F	15	AUXINA TRICOGENA	<i>Tussilago Farfara</i> (Coltsfoot) Flower extract (and) <i>Achillea Millefolium</i> Extract (and) <i>Cinchona Succirubra</i> Bark Extract (and) Alcohol (and) Water	Vevey Europe / Univar*	8.0
	16	<i>Dow Corning</i> ® CE-8411 Smooth Plus Emulsion	Bis-Isopropylamino-PG-Propyl Dimethicone/ Bis-Isobutyl PEG- 14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	Dow Corning / Univar*	2.0
	17	<i>Dow Corning</i> ® HMW 2220 Non-Ionic Emulsion	Divinyldimethicone / Dimethicone Copolymer (and) C12-C13 Pareth-23 (and) C12 Pareth-3	Dow Corning / Univar*	0.5
G	18	BETADET® S-20	Lauryl Hydroxysultaine	Kao Chemicals Europe / Univar*	4.0
	19	AKYPO® RLM 100	Laureth-11 Carboxylic Acid	Kao Chemicals Europe / Univar*	2.5

### Procedure (Warm process)

- Mix A at RT until solubilized
- Neutralize with B
- Add C under high shear until homogeneous
- Add powders of phase D, grinding the pigment under high shear until homogeneous
- Warm menthol at 35°C until it melts into fragrance
- Then add F under stirring
- Add the 2 remaining surfactants of phase G slowly in order to avoid foam production

### Stability

Stable 2 months at 4°C, room temperature and 40°C

### Comments

- pH= 6.45
- Viscosity (spindle 7 ; 10 rpm ; 1 min) = 79 600 cPs
- Thick smooth and matte paste, yellow ochre color
- Application: Apply a thick layer of mask onto wet hair and scalp, work it in well to coat all the hair fibers. Leave the mask on for 10 minutes and rinse it off thoroughly using warm water.

Reference: FR1817 2

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