

Revival

The Power of Bold



Free Your Mind – Paste Shampoo

Looking to explore new format in hair care? Try this lovely paste enriched in vegetable oil and butters. Its clay–putty–like texture will deeply cleanse and condition your hair while delivering foam and imparting smoothness. Its unexpected aspect will for sure guarantee it a prominent place in your hair care routine.

AKYPO® FOAM LM 25

Mild, sulfate–free anionic surfactant. Ability to create rich, gentle and creamy foam with micro–size bubbles that contribute to a very dense and stable foam, improving the effectiveness of the cleansing.

EMANON® EV-E

100% active vegetable–based, eco–friendly non–ionic surfactant. Glycerine–derived, water soluble, easy to use. Biodegradable and environmentally friendly.

ACULYN™ U Rheology Modifier

Efficient cold processable sulfate–free thickener. Extremely versatile ingredient with unique ease of use, wide compatibility, salt tolerance and high shear thinning profile. Ability to thicken clear gel systems, stabilize gel creams and emulsify various types of oils.

UCARE™ Extreme Polymer

Water soluble polymeric, quaternary ammonium salt of hydroxyethylcellulose. Innovative polymer derived from non–GMO and PEFC (Programme for Endorsement of Forest Certification) certified wood pulp. Versatile bio–based and biodegradable polymer (>50% bio–derived content) with superior conditioning results especially on damaged hair.

Emultop™ Velvet IP

COSMOS approved O/W emulsifier, phosphatidyl choline enriched lecithin. Can emulsify up to 20% of oil. Ability to improve foam development in a surfactant–based formula.

Oliwax®

COSMOS approved structuring agent derived from ultra–refined pure olive oil. Gives a smooth and non–greasy feel. Dropping point of 60–70°C, beeswax substitute.

KAO SOFCARE® GP-I

Eco–friendly, vegetable–based hair conditioning agent. Enhances shine and manageability, imparts smoothness. Easy–to–use, enables to keep viscous systems.

C*EmTex™ 06328

Botanical and renewably sourced, stabilized waxy corn starch used as a sensory enhancer. Brings powdery feel and softness to the formula. Part of the Waxy Corn Promise™ sustainability program, nature–derived >90% (according to ISO 16128), cold processable, readily biodegradable.



Water

Low water content



Performance
& Innocuity

Mild surfactants



Sustainability

Multifunctional formula,
natural–derived ingredients

PHASE	TRADENAME	INCI	Function	SUPPLIER	Wt%
A1		Water (Aqua)	Solvent	Univar Solutions*	Q.5: 42.20
	14-SA-3255 Brown HT Replacement (1% solution in water)	CI 19140, CI 1598, CI 14720, CI 42090	Dye	Colour by Univar Solutions*	3.00
	UCARE™ Extreme Polymer	Polyquaternium-10	Conditioning agent, naturally-derived	Dow / Univar Solutions*	0.20
	AKYPO® FOAM LM 25	Potassium Laureth-4 Carboxylate	Mild anionic surfactant	Kao Chemicals Europe / Univar Solutions*	12.00
	BETADET® S-20	Lauryl Hydroxysultaine	Amphoteric surfactant	Kao Chemicals Europe / Univar Solutions*	4.00
A2	EMANON® EV-E	Glycereth-7 Caprylate/ Caprate	Mild non-ionic surfactant, emollient	Kao Chemicals Europe / Univar Solutions*	3.00
	ACULYN™ U Rheology Modifier	Acrylates/Beheneth-25 Methacrylate Copolymer	Rheology modifier, stabilizer	Dow / Univar Solutions*	4.00
	Emultop™ Velvet IP	Lecithin	Co-emulsifier, COSMOS approved	Cargill Beauty / Univar Solutions*	4.00
	Pomegranate Seed Oil Crude (Organic)	<i>Punica granatum</i> Seed Oil	Vegetable oil, emollient	EarthOil by Univar Solutions*	2.00
	Biochemica® Kokum Butter Ultra	<i>Garcinia indica</i> Seed Butter	Natural butter, emollient, COSMOS approved	Hallstar / Univar Solutions*	8.00
B	Biochemica® Cocoa Butter Nat	<i>Theobroma cacao</i> (Cocoa) Seed Butter	Hair conditioner, structuring agent, emollient, COSMOS approved	Hallstar / Univar Solutions*	5.00
	Oliwax®	Hydrogenated Olive Oil, <i>Olea europaea</i> (Olive) Fruit Oil, <i>Olea europaea</i> (Olive) Oil Unsaponifiables	Structuring agent, COSMOS approved	Hallstar / Univar Solutions*	3.50
	Biochemica® Vitamin E Natural	Tocopherol	Antioxidant	Hallstar / Univar Solutions*	1.00
	Sodium Hydroxide (30% solution in water)	Sodium Hydroxide	pH neutralizer	Univar Solutions*	1.30
	Citric Acid Anhydrous CAM N1560 (50% solution in water)	Citric Acid	pH adjuster	Jungbunzlauer / Univar Solutions*	0.80
E	Kem EHB	Benzyl Alcohol, Ethylhexylglycerin	Preservative	Akema / Univar Solutions*	1.00
	KAO SOFCARE® GP-1	PPG-3 Caprylyl Ether	Hair conditioner, naturally-derived	Kao Chemicals Europe / Univar Solutions*	1.00
	Shine SS166511	Fragrance	Fragrance	Kao Fragrances / Univar Solutions*	0.50
	C*EmTex™ 06328	Sodium Starch Octenylsuccinate	Sensory enhancer, naturally-derived	Cargill Beauty / Univar Solutions*	3.50

PROCEDURE (HOT PROCESS)

- Heat water to 65°C
- Sprinkle the UCARE™ Extreme Polymer into the water
- Add all the other ingredients of phase A one by one in the order listed while mixing until homogeneous
- In a separate vessel, combine ingredients of phase B while stirring, heat to 65°C
- Once both phase A and phase B are at same temperature, add phase B to phase A and mix until homogeneous. Start to cool down while mixing
- Activate the ACULYN™ U Rheology Modifier by increasing the pH above 7.5 with phase C
- Adjust the pH back to 6.5 with phase D (back acid process)
- Add ingredients of phase E to the main vessel in the order listed once temperature is below 45°C. Ensure everything is homogeneous between each addition

STABILITY

Stable 3 months at 4°C, RT and 40°C

COMMENTS

- pH = 6.52
- Viscosity (spindle 6; 10 rpm; 1min) = 36,300 cPs (36,3%)
- Application: Apply on wet hair, add a small amount of water to create a light lather and rinse it off
- Thick bubble gum orange paste

GENERAL INFORMATION

Campaign	Revival
Reference	FR0121 8
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Contact	personalcareEMEA@univarsolutions.com