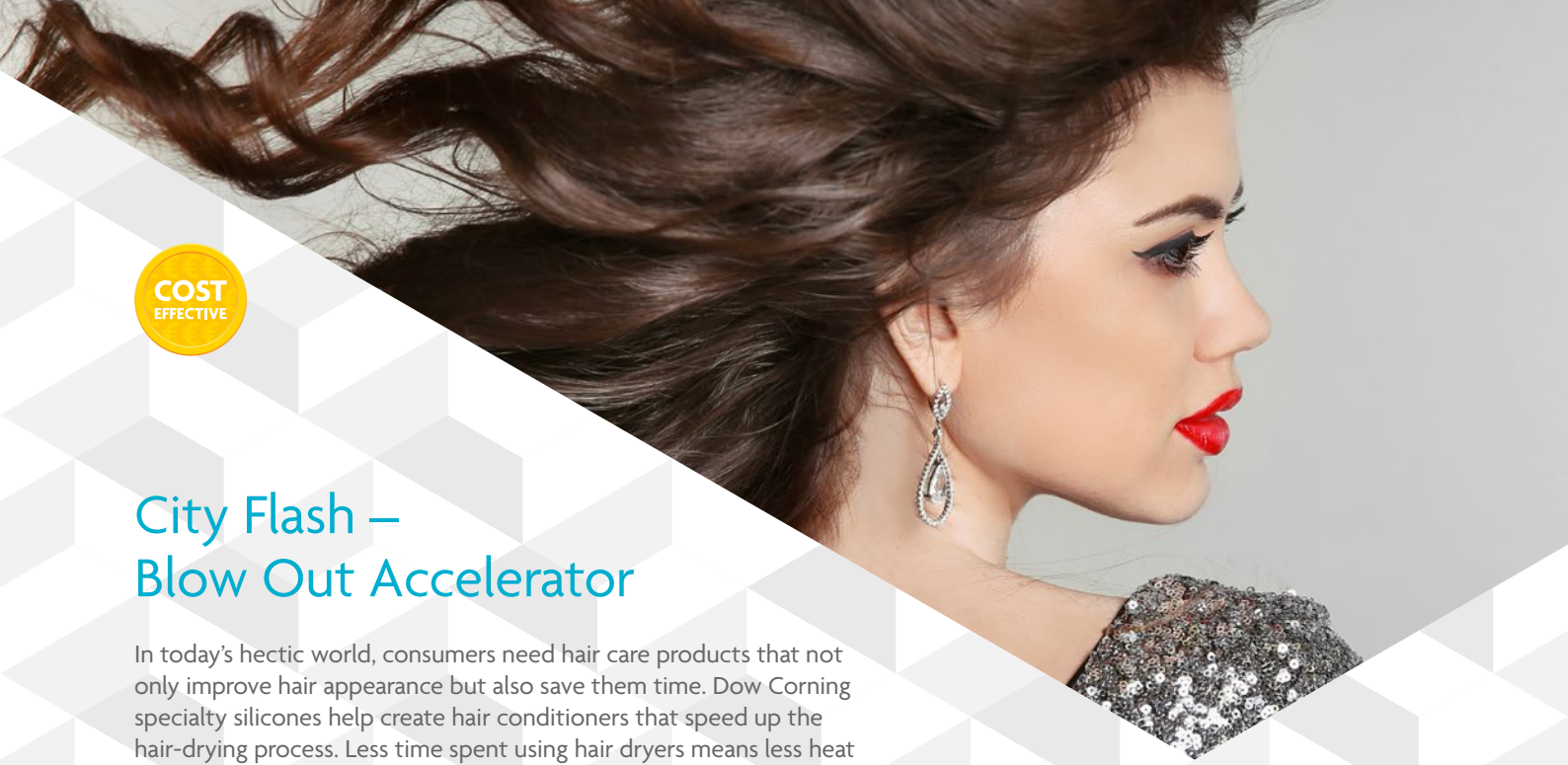

COST EFFECTIVE

City Flash – Blow Out Accelerator

In today's hectic world, consumers need hair care products that not only improve hair appearance but also save them time. Dow Corning specialty silicones help create hair conditioners that speed up the hair-drying process. Less time spent using hair dryers means less heat damage to hair. Bonus! Our HERO ingredient for faster drying time - ***Dow Corning*® CE-8411 Smooth Plus Emulsion** because it significantly improves air-drying speed. Fresh dried hair treated with this key ingredient showed less frizz and improved curl definition versus hair treated with the control. Fabulous blow outs in 25% less time... You're Welcome!

UNIVAR® PERSONAL CARE

		Trade name	INCI name	Supplier	%
A	1		Water / Aqua	Univar*	Q.S
	2	CELLOSIZE™ PCG-10	Hydroxyethylcellulose	Dow Personal Care / Univar*	1.50
	3	Versene™ Na2 Crystals Chelating Agent	Disodium EDTA	Dow Chemical / Univar*	0.20
B	4	Kalcol® 6850	Cetearyl Alcohol	Kao Chemicals Europe / Univar*	1.00
	5	Ercamuls LF 65 V/FD	Glyceryl Stearate (and) PEG-100 Stearate	Erca / Univar*	1.00
C	6	*Dow Corning*® CE-8411 Smooth Plus Emulsion	Bis-Isopropylamino-PG-Propyl Dimethicone/ Bis-Isobutyl PEG- 14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	Dow Corning / Univar*	3.57
	7	Henne SY149746	Fragrance / Perfume	Kao Fragrances / Univar*	0.2
	8	Kem plus 2	Phenoxyethanol and Iodopropynyl Butylcarbamate	Akema / Univar*	0.50

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

Procedure (Hot process)

1. Combine phase A with stirring. The recommended procedure for hydrating CELLOSIZE™ polymer is to disperse the polymer in room temperature water with good agitation and then heat with mixing to a temperature of 70-75°C.
2. Separately, combine phase B with stirring and heat to 75°C.
3. Add phase B to phase A with high shear until homogeneous.
4. Homogenize with Ultra Turrax (1min/100g).
5. Cool down at room temperature the blend with stirring.
6. Add in the order ingredients phase C with stirring.

Stability

Stable at least 3 months at room temperature and 40°C.

Comments

- Viscosity 67,900 cPs S5S4
  *Viscosity measured after 1 minute
- pH = 5.09
- Leave-in conditioner for hair fast dry
- Formula issued from "Leave-In Conditioner : Fast Dry" (formulation CPF 02196) developed by our partner Dow Corning.

Reference: BE0516
Issued by: UTEC, Univar Technical Excellence Centre
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