

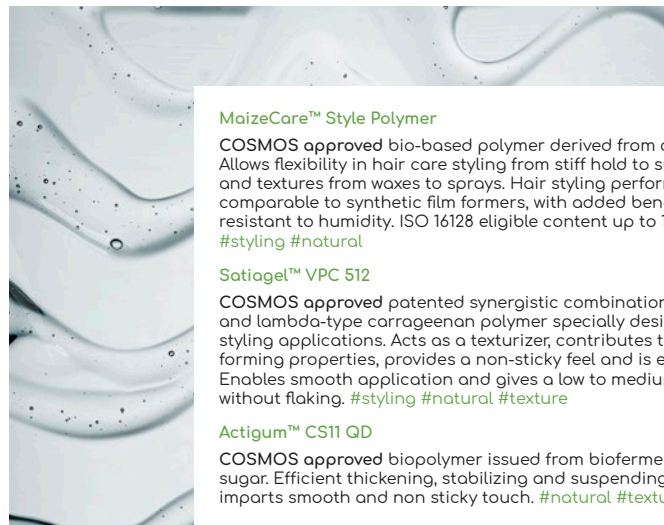
HAIRSTYLING GEL

Styling Texture Natural

Styling with corn and algae? Sure it is possible! This medium hold styling gel will give you a natural and effortless look by sculpting gorgeous curls or modelling your hairstyle. This product quickly air-drys and will shape your hair without stiffness, weight and stickiness. No snow, it is flake free!



INGREDIENTS SPOTLIGHT



MaizeCare™ Style Polymer

COSMOS approved bio-based polymer derived from corn. Allows flexibility in hair care styling from stiff hold to subtle definition and textures from waxes to sprays. Hair styling performance comparable to synthetic film formers, with added benefit of being resistant to humidity. ISO 16128 eligible content up to 100%.
#styling #natural

Satiaget™ VPC 512

COSMOS approved patented synergistic combination of iota-type and lambda-type carrageenan polymer specially designed for hair styling applications. Acts as a texturizer, contributes to excellent film forming properties, provides a non-sticky feel and is easy to comb out. Enables smooth application and gives a low to medium styling effect without flaking. #styling #natural #texture

Actigum™ CS11 QD

COSMOS approved biopolymer issued from biofermentation of sugar. Efficient thickening, stabilizing and suspending properties and imparts smooth and non sticky touch. #natural #texture

HAIRSTYLING GEL

Styling | Texture | Natural

Trade name	INCI name	Function	Supplier	%
Phase A				
	Water (Aqua)	Solvent	Univar Solutions*	Q.S: 81.78
	Glycerin	Humectant, vegetable origin	Univar Solutions*	8.0
Actigum™ CS11 QD	Sclerotium Gum	Texturizer, stabilizer, COSMOS approved	Cargill Beauty / Univar Solutions*	0.3
Phase B				
Satiagel™ VPC 512	Carrageenan	Texturizer, styling agent, COSMOS approved	Cargill Beauty / Univar Solutions*	2.0
MaizeCare™ Style Polymer	Hydrolyzed Corn Starch	Styling agent, COSMOS approved	Dow / Univar Solutions*	2.0
Kem EHG	Phenoxyethanol, Ethylhexylglycerin	Preservative	Akema / Univar Solutions*	0.8
Phase C				
FINDET® ARH/52	PEG-40 Hydrogenated Castor Oil	Fragrance solubilizer	Kao Chemicals Europe / Univar Solutions*	2.0
Orange Flower SY164140	Fragrance	Fragrance	Kao Fragrances / Univar Solutions*	0.1
	Ethanol	Solvent, fast drying agent	Univar Solutions*	3.0
	Citric Acid (50% solution in water)	pH adjuster		0.02

PROCEDURE (HOT PROCESS)

1. Add Actigum™ CS 11 QD with water and glycerine and mix with Silverson at 7,000rpm for 7min. Heat phase A at 65°C
2. Once phase A is at 65°C, add the ingredients of phase B to phase A in the order listed using a dissolver stirrer at ~1,200rpm to ensure a good dispersion of the powders. Mix for 20min at 65°C and then cool down phase AB while mixing
3. Premix FINDET® ARH/52 and fragrance and add it to phase AB at 40°C. Mix until homogeneous. Add alcohol below 40°C
4. Adjust the pH at 5.5-6.5

STABILITY

Stable at least 3 months at 4°C, RT and 40°C.

COMMENTS

- pH = 5.5 – 6.5
- Viscosity (spindle 5; 20 rpm; 1min) = 15,540cPs (72.1%)
- Application: evenly coat the part of your hair you want to style and then let it completely air dry without touching it to get the perfect definition
- Colorless hazy gel

OBSERVATIONS / FORMULATION TIPS

- The combination of Actigum™ CS 11 QD with Satiagel™ VPC 512 will give more flowing and elastic textures compared to Satiagel™ VPC 512 alone
- The viscosity of the product will increase after 24 hours once the gel structure is formed
- To achieve a more transparent result, 2% of FINDET® ARH/52 (INCI: PEG-40 Hydrogenated Castor Oil) may be added to the formulation
- MaizeCare™ Style Polymer can be cold processed, but heating will speed the rate of dispersion



OUR CLEAN BEAUTY RULES



Sustainability
Naturally-derived ingredient.



Marketing
Clear and short INCI list, performance, minimalist.



Ethics
Suppliers ethical programs.

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