



Hold Styling Gel

We're not messing around with our HOLD Styling Gel. Lock those curls in place exactly where you want them and know they'll still be right there hours later. This natural water-based gel is the perfect weight and density for curls of all textures.



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PHASE	TRADE NAME	INCI	SUPPLIER	WT%
A	Deionized Water	Water		50.00
	MaizeCare™ Style Polymer	Hydrolyzed Corn Starch	Univar Solutions/ Dow	2.00
B	Deionized Water	Water		39.72
		Fragrance		0.10
		<i>Lactobacillus Ferment</i> (and) <i>Vitis vinifera</i> (Grape) Seed Extract		2.00
		Propanediol		3.50
C		Caprylhydroxamic Acid (and) Propanediol		1.00
		Hydroxypropyl Guar		0.42
	Satiaxane™ VPC 930	Xanthan Gum	Univar Solutions/ Cargill Beauty	1.26
				100.00

PROCEDURE

1. Add MaizeCare™ Style Polymer to mixing water; begin heating to 50°C, and mix 30 minutes to fully hydrate.
2. Stop heating and add phase B ingredients to phase A with mixing.

3. In a separate vessel, combine phase C ingredients and mix to form a slurry.
4. Add phase C to AB with mixing, increasing mixing speed as polymers hydrate and thicken. Mix 30 minutes to fully hydrate.

PROPERTIES

pH 6.3-6.5
 % Naturally-derived = 99.9%
 Viscosity= 140,000 at 0.5 rpm
 13,000 at 20 rpm
 Color: hazed, yellow tinged gel

