

univarevolution

# Go Straight Leave-In Conditioning Cream



This super rich styling leave-in conditioner is perfect for revitalizing and embellishing your straight style! It's supple and has a rich gel-cream texture that spreads easily and can be worked on any type of straight style, even on-the-go. Shinier, smoother, healthier hair.

**DOWSIL™ CE-7081 Smart Style:** provides long lasting hair hydrophobicity and improves conditioning by reducing hair friction.

**DOWSIL™ 3901 Liquid Satin Blend:** provides easy spreading with unique rheology for increasing shine, reducing hair friction and controlling frizz.

**DOWSIL™ BY 25-337:** excellent W/Si emulsifier for thick and jelly textures.

**SoftCAT™ SX-1300X Conditioning Polymer:** provides volume control and a smooth look to hair.

**Sensolene®:** lipid derived from olive oil. It has great sensorial properties, a high dermo-compatibility and a pro-barrier effect. The spreadability is comparable to a silicone.

**Naturality >50% and readily biodegradable.**

**Lemon Myrtle Oil:** essential oil containing a large amount of citral which imparts a natural lemon fragrance to the product, anti-microbial and air-purifying properties. **COSMOS approved.**

Trade name	INCI name	Function	Supplier	%
<b>Phase A</b>				
DOWSIL™ 3901 Liquid Satin Blend	Dimethicone/Vinyl Dimethicone Crosspolymer (and) Dimethicone	Shine enhancer, friction reduction aid, frizz control	Dow / Univar*	3.0
XIAMETER™ PMX-200 Silicone Fluid 2 cSt	Dimethicone	Carrier	Dow / Univar*	7.0
<b>Phase B</b>				
DOWSIL™ 556 Cosmetic Grade Fluid	Phenyl Trimethicone	Shine enhancer	Dow / Univar*	2.0
DOWSIL™ FZ-3196 Fluid	Caprylyl Methicone	Spreadability enhancer	Dow / Univar*	3.0
Lemon Myrtle Oil	<i>Backhousia citriodora</i> Leaf Oil	Active ingredient, COSMOS approved	Down Under / Univar*	0.5
Biochemica® Coconut Oil EV ORG	<i>Cocos nucifera</i> (Coconut) Oil	Emollient, 100% natural	Hallstar / Univar*	0.5
DOWSIL™ BY 25-337	PEG/PPG-19/19 Dimethicone (and) C13-16 Isoparaffin (and) C10-13 Isoparaffin	Emulsifier W/Si+O	Dow / Univar*	6.0
DOWSIL™ 5200 Formulation Aid	Lauryl PEG/PPG-18/18 Methicone	Emulsifier W/Si+O	Dow / Univar*	0.5
Biochemica® Shea Butter Refined	<i>Butyrospermum parkii</i> (Shea) Butter	Emollient, COSMOS approved	Hallstar / Univar*	0.5
Sensolene®	Ethylhexyl Olivatate	Emollient, naturally-derived	Hallstar / Univar*	0.5
<b>Phase C</b>				
	Water (Aqua)	Solvent	Univar*	Q.S: 71.15
	Sodium Chloride	W/O stabilizer	Univar*	1.0
SoftCAT™ Polymer SX-1300X	Polyquaternium 67	Conditioning agent	Dow / Univar*	0.15
<b>Phase D</b>				
Kem EHG	Phenoxyethanol, Ethylhexylglycerin	Preservative	Akema / Univar*	1.0
Vitamin E Acetate	Tocopheryl Acetate	Anti-oxidant	Rita / Univar*	0.2
<b>Phase E</b>				
DOWSIL™ CE-7081 Smart Style	Silicone Quaternium16/Glycidoxy Dimethicone Crosspolymer (and) Undeceth11 (and) Undeceth-5	Conditioning and styling enhancer	Dow / Univar*	3.0
<b>Phase F</b>				
Citric Acid Monohydrate CAM N1560 (50% solution in water)	Citric Acid	pH adjuster	Jungbunzlauer / Univar*	Q.S: pH = 4.5

### Procedure (Warm process)

1. Combine ingredients of phase A and mix until homogenous
2. Add ingredients of phase B to phase A while stirring at 1,400 rpm, heat to 50°C
3. Combine ingredients of phase C while stirring at 600 rpm, heat to 50°C
4. Slowly add phase AB to phase C while stirring at 2,000 rpm during 15 min
5. Add ingredients of phase D to phase ABC in order while mixing
6. Add ingredients of phase E to phase ABCD in order while mixing
7. Adjust pH to 4.5 with citric acid

### Stability

Stable at least 2 months at RT, 4°C and 40°C (still ongoing).

### Comments

- pH = 4.5
- Viscosity (spindle 7; 10 rpm; 1 min) = 105,000 cPs (25.0%)
- Application: Apply on wet or dry hair, do not rinse off
- White gel-cream
- Formula inspired from our partner Dow's "Buzzing Smoothie Water-in-Oil Emulsion Formulation 02412"

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