

univarevolution

# Rooted Earth Fortifying Hair Primer



Are you experiencing dry, brittle, abused hair? In need of a big shot of intense moisturization? This fortifying mask boosts volume and avoids the build-up effect. Infused with nourishing butters and oils you can feel the power of the earth working on your tired roots. Before shampooing, apply liberally and add a hot towel wrap to deepen the effects. In 10 minutes this mask will give you shiny, smooth and regenerated hair.

**DANOX® HC-30:** powerful conditioner, combining fatty alcohols and cationic polymers, for ultimate conditioning properties, excellent fly away control and good sensory feeling. Also acts as an emulsifier for ready-to-make conditioner. **Vegetable origin and environmentally friendly. Naturality >86%.**

**METHOCEL™ 40-0202 PCG:** natural thickening agent that brings a cushion-like feel to the product, improves stability, spreadability and playtime. **80% of naturality.**

**Biochemica® Arganshine:** natural shine enhancer. Exploits the healing properties of rich, non-greasy Moroccan argan tree seed oil. **Naturality >50%.**

**Biochemica® Cocoa Butter Natural:** **COSMOS approved** natural hair conditioning agent. Brings intense nourishing properties to the hair. Gives a nice cocoa smell to the product.

**Olivem® 460:** anionic surfactant derived from olive oil fatty acids with mild cleansing properties combined with high emollient feeling after rinse-off. **Naturality >50%, readily biodegradable.**

**Kem Nat:** **COSMOS approved** broad-spectrum preservative, formaldehyde & paraben-free. Very low odor and effective over a broad pH range.

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Trade name	INCI name	Function	Supplier	%
<b>Phase A</b>				
	Water (Aqua)	Solvent	Univar*	Q.S: 63.0
	Glycerin	Humectant, <b>vegetable origin</b>	Univar*	2.0
<b>METHOCEL™ 40-0202 PCG</b>	Hydroxypropyl Methylcellulose	Thickener, <b>80% natural</b>	Dow / Univar*	0.3
<b>Phase B</b>				
<b>DANOX® HC-30</b>	Behenamidopropyl Dimethylamine/ Dipalmitoylethyl Hydroxyethylmonium Methosulfate/ Cetyl Alcohol/ Stearyl Alcohol/ Lactic Acid	Hair conditioner, emulsifier, <b>naturally-derived</b>	Kao Chemicals Europe / Univar*	15.0
<b>Biochemica® Arganshine</b>	Hydrogenated Vegetable Oil, <i>Argania spinosa</i> Kernel Oil, Cetearyl Alcohol, <i>Prunus amygdalus</i> <i>dulcis</i> (Sweet Almond) Oil	Hair conditioner, <b>naturally-derived</b>	Hallstar / Univar*	4.0
<b>Biochemica® Cocoa Butter Natural</b>	<i>Theobroma cacao</i> (Cocoa) Seed Butter	Hair conditioner, <b>COSMOS approved</b>	Hallstar / Univar*	7.0
<b>Babassu Oil</b>	<i>Orbignya Oleifera</i> (Babassu) Seed Oil	Emollient, <b>100% natural</b>	Cargill / Univar*	2.0
<b>Olivem® 460</b>	Sodium PEG-7 Olive Oil Carboxylate	Surfactant, <b>naturally-derived</b>	Hallstar / Univar*	5.0
<b>Kem Nat</b>	Benzyl Alcohol, Glyceryl Caprylate, Glyceryl Undecylenate	Preservative, <b>COSMOS approved</b>	Akema / Univar*	1.2
<b>Vitamin E Acetate</b>	Tocopheryl Acetate	Anti-oxidant	Rita / Univar*	0.5

#### Procedure (Hot process)

1. Premix **METHOCEL™ 40-0202 PCG** in glycerine and add it to hot water in the main vessel
2. Mix until a clear gel is obtained
3. Add all ingredients of phase B into phase A and mix until everything is melted and homogenous
4. Cool down to RT

#### Stability

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

#### Comments

- pH = 4.5
- Viscosity (spindle T-E (95); 10 rpm; 1 min) = 124,000 cPs (24.8%)
- Application: Use it as a nourishing hair mask before shampooing. Leave it on for 10 minutes, wrap your hair in a hot towel to help it penetrate more and then rinse well with water.
- Thick white cream with slight cocoa smell, fragrance-free.