



Colour Travel Shower Gel

This conditioning shower gel gives a visually appealing effect. Suspended **Kaleidoscope** pigments create a new version of intensity. These are shades that, when marketed in packaging showcasing the colour of the products will just sell themselves because of their beauty. The care benefits are fine-tuned with the addition of **SoftCAT™ SK-MH** skin conditioning polymer which helps to deposit additional fragrance and actives onto the skin. Colour Travel Shower Gel is formulated with the surfactant **EcoSense™ 919** which optimises the mildness of this formulation to the skin. **Aculyn™ Excel** a new rheology modifier based upon acrylate technology, which expands the formulators toolbox to help achieve efficient suspension while delivering transparent formulations at low pH. These acidic conditions allow the formula to be preserved with **Purox® S**, a salt of benzoic acid. In acidic conditions it converts to its organic acid, which is a good anti-microbial and fungicidal preservative.

| | Trade name | INCI name | Supplier | % |
|---|------------|-------------------------------------|----------------------------------------|--------|
| A | 1 | Water (Aqua) | Univar* | 57.725 |
| | 2 | Aculyn™ Excel | Dow Personal Care / Univar* | 5.50 |
| | 3 | Emal® 270D | Kao Chemicals Europe / Univar* | 14.00 |
| B | 4 | EcoSense™ 919 Surfactant | Dow Personal Care / Univar* | 4.00 |
| | 5 | Betadet® HR | Kao Chemicals Europe / Univar* | 5.30 |
| C | 6 | Sodium Hydroxide (33% solution) | Univar* | 0.84 |
| D | 7 | Purox® S grains | Emerald Kalama Chemical b.v. / Univar* | 0.50 |
| E | 8 | Citric Acid (30% solution in water) | Jungbunzlauer/Univar* | 1.90 |
| F | 9 | | Univar* | 9.80 |
| | 10 | SoftCAT™ SK-MH Conditioning Polymer | Dow Personal Care/Univar* | 0.20 |
| G | 11 | Marshmallow SY149653 | Kao Fragrances / Univar* | 0.20 |
| | 12 | Kaleidoscope VBG-200 | Impact Colors / Univar* | 0.035 |

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

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Procedure (Cold Process)

- Mix together phase A ingredients until uniform.
- Add phase B ingredients while stirring.
- Increase the pH to 8.0 by adding phase C.
- Add phase D.
- Add phase E to decrease pH around 5.
- In a separate vessel prepare phase F. Hydration of the polymer is accomplished by slowly adding the dry powder into agitated room temperature water and allowing it to mix until the solution is uniform and clear. Hydration can be accelerated by heating the solution to 65°C or by increasing the alkalinity of the solution. Once the polymer is fully hydrated, simply add the solution directly to phase A/B/C/D/E blend with mixing.
- Add phase G ingredients.

Stability

Stable at least 2 months at room temperature and 40°C (still ongoing) and slight haziness may appear at 40°C.

Comments

- Viscosity (spindle 4; 6 rpm; 1 min) = 18,800 cPs (56.3%)
- pH = 5.05
- A crystal clear transparent shower gel with suspended glitters characterized by effects which depend on the movement and intensity of light. A black background of the pack enhances this colour travel effect.
- Cost effective formula derived from "ILove-Shower Gel" (ref 171014.CC(U)) issued by Univar Personal Care (Daringly Beautiful campaign – SIMI)