

# Urban Shield Micellar Shampoo



Bring harmony to your stressed tresses with this sensorial formula that forms a light, airy lather that is gentle and effective.

Clear shampoo that removes impurities while gently cleansing hair and moisturizing the scalp. Imparts light conditioning and contains ingredients shown to provide protection from pollution.



**Aculyn™ 22:** Very efficient thickener for difficult-to-thicken surfactant systems.

**DOWSIL™ CE-1874 Microemulsion:** For use in clear, standard, sulfate-free shampoos and conditioners. Provides improved sensory feel, enhanced volume, damage repair, color protection, and shine.

**EcoSense™ 3000:** Mild nonionic surfactant. 100% vegetable origin (glucose from corn starch; octylhexadecyl fatty alcohol from palm kernel oil and coconut oil). Readily biodegradable, excellent foaming, mildness to skin, preservative-free, broad compatibility, good ecotoxicity and toxicity profile.

**UCARE™ Polymer JR-30MP:** Medium to strong conditioning with no volume-down effects. Recommended for shampoos with submicron particle size silicones or those without silicones.



**Niacinamide PC:** Studies suggest it has anti-inflammatory activity on blemished skin; improves skin moisturization and the appearance of aging skin; provides protection against blue light, oxidative stress, and urban pollution.



**Mackam® 35 UL:** A mild amphoteric surfactant derived from coconut oil. Light colored and unsaturated. Foam and viscosity booster that is ideal for natural products.

**Mackanate® EL P:** Very mild to the skin, these highly foaming surfactants can be used as an anionic secondary to sulfates to improve mildness, or as the main anionic in sulfate-free cleansing formulations.



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solutions

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## COMPOSITION

Phase	Ingredients	% by Wt	Trade Name	Supplier
A	Water, Deionized	63.550		
	Niacinamide	2.000	Niacinamide PC	Nexeo / DSM
	Saccharide Isomerate (and) Aqua (and) Citric Acid (and) Sodium Citrate	0.500	PENTAVITIN®	DSM
	Caprylhydroxamic Acid (and) 1,2-Hexanediol (and) Propanediol	1.000	Spectrastat™ PHL	Nexeo / Inolex
	Polyquaternium-10	0.100	UCARE™ Polymer JR-30MP	Nexeo / Dow
	Decyl Glucoside	8.000	EcoSense™ 3000	Nexeo / Dow
B	Disodium Laureth Sulfosuccinate	5.000	Mackanate® EL P	Nexeo / Solvay
	Cocamidopropyl Betaine	8.570	Mackam® 35 UL	Nexeo / Solvay
	Acrylates/Steareth-20 Methacrylate Copolymer	7.500	ACULYN™ 22	Nexeo / Dow
	Fragrance	0.150	Avocado Mint Fragrance	Chemia
	PEG-7 Dimethicone (and) Laureth-7 (and) Polysorbate 20	3.000	DOWSIL™ CE-1874	Nexeo / Dow
C	Aminomethyl Propanol	0.630	AMP Ultra PC 2000	Nexeo

## PROCEDURE

1. Sequentially add phase A ingredients with mixing after each addition until clear and solubilized. (Can heat ~40°C to speed solubilization of UCARE polymer.)
2. Sequentially add phase B ingredients to phase A with mixing after each.
3. Neutralize with AMP to pH of 6.1-6.5. Mixture should clear and thicken.

## PROPERTIES

pH: 6.1-6.5

**Brookfield Viscosity:** 6200 cP/ 4700 cP/ 4100 cP @ 10rpm/20rpm/30rpm w/ #5 Spindle (21°C)

## FORMULATION NO.

NL0027-104-1

## TECHNICAL ASSISTANCE

For more information, to place an order, or request samples, contact Nexeo Solutions at **281.982.9447** or visit [www.nexeosolutions.com](http://www.nexeosolutions.com).

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