



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.



In this formulation, we paired the versatile MaizeCare™ Style Polymer with:

Natapres® GS

Combination of grape extract and ferment release antimicrobial to naturally preserve cosmetic formulations.

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
	Chamolie Fragrance ORC0802494	Fragrance	Orchidia®	0.10
	Natapres® GS	<i>Lactobacillus Ferment</i> (and) <i>Vitis vinifera</i> (Grape) Seed Extract	Univar Solutions/ PCCA	2.00
	Zemea® Propanediol	Propanediol	Dupont Tate & Lyle Bioproducts	3.50
C	Zeastat™	Caprylhydroxamic Acid (and) Propanediol	Univar Solutions/ Inolex	1.00
	Jaguar® HP-105	Hydroxypropyl Guar	Univar Solutions/ Solvay	0.42
		Xanthan Gum	Univar Solutions	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



© 2021 Univar Solutions Inc. All rights reserved. Univar, the collaboration insignia, and other identified trademarks are the property of Univar Solutions Inc. or affiliated companies. All other trademarks not owned by Univar Solutions Inc. or affiliated companies that appear in this material are the property of their respective owners. Univar Solutions Inc. and its affiliates ("Univar") offer this suggested formulation as a representative formulation only. It is not a commercialized product. Univar relies on information and data from its suppliers on which to base this suggested formulation, but Univar has not subjected the suggested formulation to any testing for performance, efficacy or safety. Univar makes no warranties, express or implied, related to this suggested formulation, INCLUDING WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. Additionally, Univar has not done any patent search on the suggested formulation. BEFORE USE, YOU MUST TEST THE FORMULATION, OR ANY VARIANCE THEREOF, TO DETERMINE ITS PERFORMANCE, EFFICACY AND SAFETY. FURTHERMORE, IT IS YOUR RESPONSIBILITY TO OBTAIN ANY NECESSARY GOVERNMENT CLEARANCE, LICENSE OR REGISTRATION. BY TAKING THIS SUGGESTED FORMULATION, YOU HEREBY AGREE TO DEFEND AND HOLD UNIVAR HARMLESS FROM ANY CLAIM OF INTELLECTUAL PROPERTY INFRINGEMENT. Any suggested uses are not inducements to infringe any patent and should not be taken as such. 090015162