



# STYLED

MAIZECARE  
style polymer by 

DERIVED FROM NATURE,  
BACKED BY SCIENCE.



 Univar Solutions





# Tame

## De-Frizz Wand

We see you flyaways, and we're coming straight for you with our TAME De-frizz wand. Whether you're going for a slicked back look, or just loose defined bouncy curls and waves, we've got you covered. This small but mighty wand is the perfect instant style tool for frizz reduction, curl definition and to tuck in stubborn strays quickly and smoothly. For use on hair only, not intended for lashes!

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

**Satiagum™ VPC 430**  
Made from high quality Red Seaweed Polysaccharides, this texturizer is known its gelling and thickening properties. It is suitable for clear formulations that will be less sticky than carbomers.

**Actigum™ VSX 20**  
Natural, sustainable, synergistic combination of biopolymers, which helps formulators thicken and stabilize formulations.

**DOWSIL™ CE-7081 Smart Style**  
A nonionic emulsion with a unique crosslinked structure and amino functionality that provides conditioning and styling properties such as curl retention, curl memory, definition, dry combing, and smoothness.



PHASE	TRADE NAME	INGREDIENTS	SUPPLIER	% BY WT
A	Deionized Water	Water		45.00
	<b>MaizeCare™ Style Polymer</b>	<b>Hydrolyzed Corn Starch</b>	<b>Univar Solutions/ Dow</b>	<b>2.00</b>
	Spectrastat™ G2 Natural MB	Caprylhydroxamic Acid (and) Glyceryl Caprylate (and) Glycerin	Univar Solutions/ Inolex	1.00
	Satiagum™ VPC 430	Carageenan	Univar Solutions/ Cargill	3.00
B	Deionized Water	Water		39.30
	Actigum™ VSX 20	Sclerotium Gum (and) Xanthan Gum	Univar Solutions/ Cargill	0.80
C	Glycerin, USP	Glycerin	Univar Solutions	2.00
	DOWSIL™ CE-7081 Smart Style	Silicone Quaternium-16/Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5	Univar Solutions/ Dow	4.00
D	Heavenly Coconut Freesia	Fragrance	Arylessence	0.30
	Poly Suga@Mulse D-9	Sorbitan Oleate Decylglucoside Crosspolymer	Colonial	0.60
E	Citric Acid, Anhydrous FCC USP	Citric Acid (33% solution)	Univar Solutions	qs
	Deionized Water	Water		qs
				<b>100.00</b>

### PROCEDURE

1. Add MaizeCare™ Style Polymer to water with mixing and heat to 50°C, continuing to mix until fully dispersed before adding next ingredients in phase A.
2. Combine phase B ingredients with mixing and homogenize for 7 minutes at 10,000 rpm.
3. Add phase A to phase B with mixing.
4. Add Phase C ingredients to phase AB sequentially with mixing.
5. Pre-mix phase D ingredients and add to phase ABC.
6. Qs with citric acid as needed to reach pH of 6.0-6.5 and qs with remainder of water.

### PROPERTIES

pH 6.0-6.5  
% Naturally-derived = 95.7%  
Viscosity 62,000 cP (T-D, 25°C, 5 rpm)  
40,000 cP (T-D, 25°C, 10 rpm)  
25,000 cP (T-D, 25°C, 20 rpm)



## MaizeCare™ Style Polymer Results



# Tame

De-Frizz Wand

TAME DE-FRIZZ Wand containing 2% MaizeCare™ Style Polymer provided instant styling without heat, curl definition and minimized frizz.

Before Treatment



After Treatment

