

THE NEW **NOW**



THE NEW **NOW** Haircare



Curl Remedy Cleansing Conditioner

D-Panthenol

The gold standard moisturizer for skin and hair care, pro-vitamin B5 also offering anti-inflammatory effects and soothes irritated and sensitive skin and scalp.

Miracare® OMG

A highly efficient emulsifier for creating transparent, high internal phase oil-in-water emulsions. The recommended usage level is 3-5% with oil levels between approximately 60 to 80% by weight.

Jaguar® C-17

A highly charged cationic plant-derived polymer that provides excellent thickening and conditioning properties for a myriad of products, as well as improved actives deposition.

Sangmodan (PD)

A natural hair care ingredient composed of 11 medicinal herbs based on traditional remedies. It provides anti-inflammatory effects and improves blood circulation to the scalp.

DOWSIL™ PMX-1504 Fluid

A blend of an ultra high viscosity dimethiconol in a readily biodegradable carrier for use in color cosmetics, hair, skin and suncare applications. Provides a natural look, ease of combing and smooth feel in hair care applications.

AminoSensyl™ HC

Derived from the essential amino acid valine and brassica rapa seed oil, this 100% natural, quat-free hair conditioning system is a great option for high performance haircare.

Elevance™ Soft CG-200

100% plant-based soft gel emollient.



Marketing

Textured-hair friendly one-step cleansing & conditioning formulation



Performance & Innocuity

High performing conditioning ingredient system



Sustainability

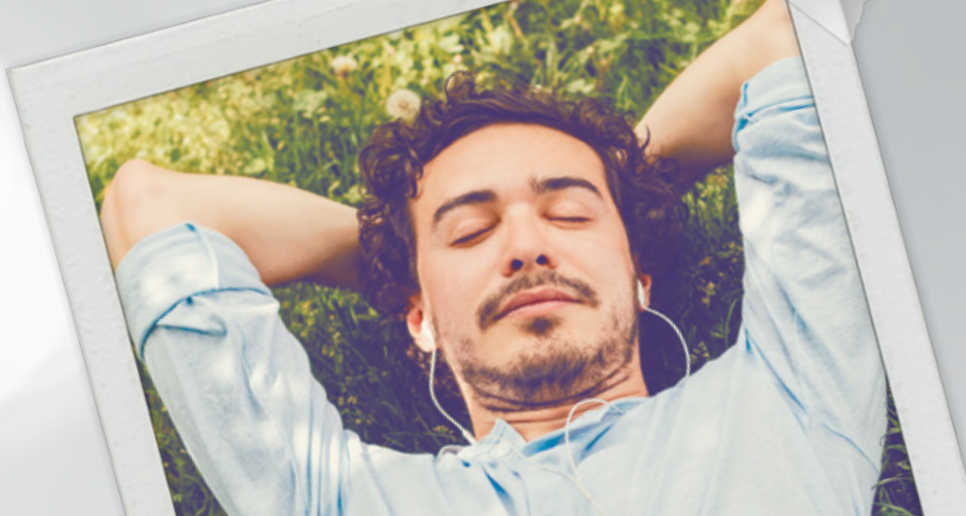
Vegan ingredients, 100% natural and biodegradable ingredients



Ethics

Traceable and sustainably manufactured ingredients, USDA Biopreferred & non-palm ingredients





| PHASE | TRADE NAME | INCI | SUPPLIER | Wt% |
|-------|---------------------------------------|---|---|--------|
| A | Glycerin USP | Glycerin | Univar Solutions | 5.00 |
| | D-Panthenol | Panthenol | Univar Solutions/ DSM | 0.50 |
| | Phytantriol | Phytantriol | Univar Solutions/ DSM | 0.10 |
| | Miracare® OMG | Cetyl Betaine, Glycerin, Hydroxypropyl Guar | Univar Solutions/ Solvay | 4.00 |
| | Jaguar® C-17 | Guar Hydroxypropyltrimonium Chloride | Univar Solutions/ Solvay | 0.80 |
| B | Citric Acid Anhydrous FCC/USP | Citric Acid (33% aqueous solution) | Univar Solutions | 0.20 |
| | SunCROMA™ Ext D&C Violet 2 (C46-A222) | Violet 2 (CI 60730) (0.1% aqueous solution) | Univar Solutions/ Sun Chemical | 0.20 |
| | Sangmodan (PD) | Water, Propanediol, Sophora Flavescens Root Extract, Capsicum Annum Fruit Extract, Lycium Chinense Fruit Extract, Camellia Sinensis Leaf Extract, Angelica Gigas Root Extract, Angelica Dahurica Root Extract, Rubus Coreanus Fruit Extract, Morus Alba Root Extract, Pinus Palustris Leaf Extract, Lithospermum Erythrorhizon Root Extract, Polygonum Multiflorum Root Extract | Univar Solutions/ The Art of Natural Solution | 0.50 |
| | Deionized Water | Water | | 0.50 |
| | LexFeel™ D5 | Neopentyl Glycol Diheptanoate, Isododecane | Univar Solutions/ Inolex | 2.21 |
| C | DOWSIL™ PMX-1504 Fluid | C11-13 Isoparaffin, Isohexadecane, Dimethiconol | Univar Solutions/ Dow | 0.40 |
| | Menthol USP | Menthol | | 0.25 |
| | SunCROMA™ D&C Green 6 (C64-A218) | Green 6 (CI 61565) (0.1% solution in LexFeel™ D5) | Univar Solutions/ Sun Chemical | 0.09 |
| | Avocado Mint Fragrance | Fragrance | Chemia | 0.75 |
| D | Deionized Water | Water | Univar Solutions | 59.00 |
| | Spectrastat™ | Caprylhydroxamic Acid, Caprylyl Glycol, Glycerin | Univar Solutions/ Inolex | 1.00 |
| | AminoSensyl™ HC | Brassica Alcohol, Brassicyl Valinate Esylate | Univar Solutions/ Inolex | 12.50 |
| | Adol® 52 | Cetyl Alcohol | Univar Solutions | 3.00 |
| | Elevance™ Soft CG-200 | Cocos Nucifera (Coconut) Oil, Hydrogenated Soy Polyglycerides, C15-23 Alkane | Univar Solutions/ Elevance | 9.00 |
| | | | | 100.00 |

PROCEDURE

1. In a smaller vessel (one-fourth size of batch), combine phase A ingredients. Mix to form a slurry.
2. Sequentially add phase B ingredients to phase A with mixing. Mix to hydrate cationic guar.
3. In a separate vessel, combine phase C ingredients and mix until clear and uniform; heat slightly to melt-mix menthol.
4. Add phase C dropwise to AB with rapid mixing.

5. In a main vessel, combine phase D ingredients. Begin heating to 80°C with mixing.
6. Once solids are melted, homogenize phase D at 3000 rpm for 2 minutes.
7. Cool phase D to 55°C (let it thicken somewhat).

PROPERTIES pH = 4.0 - 4.2

Viscosity= 204,000 cP (T-F, 0.5 rpm, 25°C)
72,000 cP (T-F, 5 rpm, 25°C)
30,000 cP (T-F, 20 rpm, 25°C)

Color: pale, winter blue
Format: can be pumped, scooped, or squeezed out