

THE NEW **NOW**



THE NEW **NOW** Haircare

Scalp TLC Charcoal Detox Shampoo

Actigum™ CS-11 QD

The blending of sclerotium gum & xanthan gum create an ideal naturally-derived cold soluble thickener & stabilizer. This gum blend originates from biofermentation and imparts smooth, soft textures with great sprayability and suspension properties.

Kalama Sodium Benzoate

Gentle and effective preservative for leave on and rinse off applications. Excellent at controlling yeast, mold and bacteria at pH's up to 7.

Kalama 3PP

Multifunctional additive for use in combination with Sodium Benzoate to boost performance and extend pH range. It also improves viscosity & integrity of shape characteristics, as well as acts as an emollient.

Miracare® Soft 313

An innovative sulfate-free and oxide-free, cold processable performance concentrate that provides the benefits and convenience of a complete surfactant system.

DOWSIL™ 3903 Liquid Satin Blend

A unique mixture of a high molecular weight polymer with unique rheology and texture in a quick dry carrier fluid.

Bioestolide™ 1300

Multifunctional biobased oil that serves as an emollient with enhanced stability and exceptional moisturization characteristics. Offers a light, satiny feel on hair and skin.

DL-Panthenol powder

A pro-Vitamin B5 that is valued in skin and hair care for its moisturizing properties. For hair care applications, it is known for its humectant properties and its ability to improve the resistance of hair to mechanical stress.

Phytantriol

Phytantriol is a unique time-tested active for hair care applications. It augments deposition of Panthenol, Ethyl-Panthenol and keratin amino acids, and provides benefits for normal and damaged hair after single as well as cumulative applications. Significantly improves water retention, strengthens damaged hair, and visibly prevents color fading.

Niacinamide PC

A special cosmetic proprietary grade of Vitamin B3 which has a guaranteed low level of residual nicotinic acid to address any concerns about unpleasant skin or scalp sensations.



Marketing

Multifunctional benefits for healthy scalp and strong hair



Performance & Innocuity

Mild ingredients suitable for sensitive skin



Sustainability

100% natural and biobased ingredients, biodegradable ingredients



Ethics

Traceable & sustainably manufactured ingredients

PHASE	TRADENAME	INCI	SUPPLIER	Wt%
A	Deionized Water	Water		69.50
	Actigum™ CS-110 QD	Sclerotium Gum	Univar Solutions/ Cargill	1.50
	Glycerin USP	Glycerin	Univar Solutions	3.00
	Kalama Sodium Benzoate	Sodium Benzoate	Univar Solutions/ Emerald Kalama Chemical	0.50
	Kalama 3PP	Phenylpropanol	Univar Solutions/ Emerald Kalama Chemical	0.35
	Charcoal	Charcoal	Univar Solutions/ Various	0.50
	Miranol® ULTRA L-32	Sodium Lauroamphoacetate	Univar Solutions/ Solvay	15.00
	Miracare® Soft 313	Sodium Cocoyl Glycinate, Sodium Laurylamphoacetate, Cocamidopropyl Sultaine	Univar Solutions/ Solvay	5.00
	Elevance™ Soft CG-100	Hydrogenated Soybean Oil, Hydrogenated Soy Polyglycerides, C15-23 Alkanes	Univar Solutions/ Elevance	0.75
	Dowsil™ 3903 Liquid Satin Blend	Isododecane, Dimethicone/Vinyl Dimethicone Crosspolymer	Univar Solutions/ Dow	0.50
B	Alkamuls® GC 7	PEG-7 Glyceryl Cocoate	Univar Solutions/ Solvay	0.50
	Bioestolide™ 1300	Ethylhexyl Hydroxystearate	Univar Solutions/ Biosynthetic Technologies	0.25
	Sustoleo™ TL	Trilaurin	Univar Solutions/ Inolex	0.50
	Tea Tree Oil	Melaleuca Alternafolia (Tea Tree) Leaf Oil	Univar Solutions/ Various	0.20
C	DL-Panthenol	Panthenol	Univar Solutions/ DSM	0.50
	Phytantriol	Phytantriol	Univar Solutions/ DSM	0.05
	dl- α -Tocopheryl Acetate	Tocopheryl Acetate	Univar Solutions/ DSM	1.00
	Niacinamide PC	Niacinamide	Univar Solutions/ DSM	0.10
	Strawberry Mint	Fragrance	Univar Solutions/ Orchidia	0.30
	Citric Acid	Citric Acid	Univar Solutions	qs
				100.00

PROCEDURE

1. Disperse Actigum in water until completely hydrated then add remaining ingredients. Heat to 80°C.
2. Add ingredients one at a time to phase A maintaining temp at 80 mix for 10 min remove from heat.
3. At 45°C, add phase C ingredients one at a time and desired fragrance.

PROPERTIES

pH 4.50-5.50 target 5.0
Viscosity= 8,000cps