

Proven
**Fiber Respect
&
Mildness**

Typical
use level*
20 - 25%

**Salon-Validated
Performance****



Miracare® SOFT S-525

Sodium Cocoyl Isethionate, Decyl Glucoside,
Cocamide MIPA, Sodium Methyl Oleoyl Taurate,
Cocamidopropyl Hydroxysultaine

A ready-to-use solution to design high performing gentle shampoos

Combined with an anionic surfactant and a conditioning system, this innovative cleansing concentrate without sulfated surfactants enables to easily formulate high performing clear or opaque gentle shampoos for all levels of hair damage. Respectful to the fiber and to the scalp with no trade-off on the performance.

Product Form

Turbid,
Flowable
Paste Like Liquid

Flexible

For shampoos
for any type
of hair

Ready-to-Use Solution

Delivers
Speed-to-market

*To be combined with 5-7% (active) of an anionic surfactant

**Ask for our benchmark evaluation data