



- **Packaging: PET clear bottle**
- **Appearance: Pearlescent**
- **SEPIMAX™ ZEN helps to stabilize the formula while also providing slip and smoothness to the foam.**
- **Association between ORAMIX™ NS10 and AMONYL™ to develop an abundant and stable foam over time.**
- **15% of active matter for this shampoo with nourishing and conditioning properties.**
- **Low cost concept**



AS40023-1107

Formula

| | | |
|---|--|--|
| A | Jaguar Water SEPIMAX™ ZEN | 0.20% Up to 100% 0.20% |
| B | EDTA-Na2 | 0.05% |
| C | Sodium Lauryl Ether Sulfate 70% AMONYL™ 380 BA ORAMIX™ NS10 Glycol Distearate Cetearyl Alcohol Cetearyl Alcohol Coconut Ethanol Amide Coconut Diethanol Amide | 16.00% 3.00% 4.00% 1.50% 0.50% 0.80% 0.80% |
| D | Polyquaternium-7 Dimethicone & Laureth-23 & Laureth-3 Dimethiconol & TEA-Dodecylbenzene Sulfonate SEPICIDE™ HB Fragrance Sodium Chloridel Citric acid (25%) | 2.00% 1.00% 2.00% 1.00% 0.30% 0.80% Up to |

Procedure

Lab scale-deflocculator/anchor-300g

Add phase A slowly to water in main tank and disperse it well. Heat main tank to 60° C. Introduce B, mix well. Add phase C and heating to 80° C and keeping 10 min. Stirring at 80 rpm and cooling down with anchor. Add phase D one by one at about 45° C. Stop stirring at 30° C.

Characteristics

| | |
|--|---|
| Appearance | Pearlescent white fluid |
| pH | 5.9 |
| Viscosity 1M at RT | 10.000 mPa.s Brookfield LV S63 sp.6 |
| Viscosity 1M at 45° C | 1.700 mPa.s Brookfield LV S62 sp.6 |
| Viscosity recovery at RT (after 1M at 45° C) | 10.500 mPa.s Brookfield LV S63 sp.6 |
| Stability | 1M at RT / 45° C / -18°C Stable after 1M of freeze/thaw -5/+40°C |

Raw materials from SEPPIC

SEPIMAX™ ZEN

Polyacrylate Crosspolymer-6

Powder polymer with a MAXIMUM resistance to electrolytes thanks to its high associative behaviour. Stable from pH 2 to 8, it enables the creation of formulas with a specific skin feeling: rich, velvety and elegant. It is now possible to formulate transparent aqueous gels, cream-gels and emulsions with any kind of active ingredients and to achieve ZEN !

ORAMIX™ NS10

Decyl Glucoside

Foaming, non-ionic plant-derived surfactant which offers excellent tolerance and an anti-irritant effect in relation to Sodium Lauryl Ether Sulfate. It has excellent foaming properties and facilitates thickening, making it possible to formulate with no copra amides. It minimizes skin dryness caused by regular use of surfactant solutions.

AMONYL™ 380 BA

Cocamidopropylbetaine

Co-surfactant that offers a particularly fine and stable foam over time. Combined with Sodium Lauryl Ether Sulfate it facilitates the thickening of surfactant systems.

SEPICIDE™ HB

Phenoxyethanol Methylparaben Ethylparaben

Propylparaben Butylparaben

Preservative.

Other raw materials...

- Jaguar: **C14S (Rhodia)**
- Sodium lauryl ether sulfate: **EMAL 270S (Kao)**
- Glycol Distearate: **EGDS 515/V (Cognis)**
- Cetearyl Alcohol: **Kalcol 8670 (Kao)**
- Coconut Ethanol Amide: **CEMA (Rhodia)**
- Coconut Diethanol Amide: **DC-212PK Amide (Rhodia)**
- Polyquaternium-7: **M-550 (Rhodia)**
- Dimethicone & Laureth-23 & Laureth-3: **DC 1491 (Dow corning)**
- Dimethiconol & TEA-Dodecylbenzene Sulfonate: **DC1785 (Dow corning)**
- Fragrance: **Frag86315101**

Cost: 0.58 €/kg ex VAT

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