



- White fluid shampoo
- Packaging: bottle
- An effective treating shampoo fights dandruff thanks to FLUIDIPURE™ 8G, ESCULANE and Zinc Pyrithione .
- FLUIDIPURE™ 8G, this glycine and sugar biovector soothes and normalizes the scalp.
- ESCULANE acts on scalp cohesion thanks to the synthesis of a specific protein SKALP (elafin).
- SEPIMAX™ ZEN offers a good and stable texture and helps suspending zinc pyrithione.



EP144601 – 1502

Formula

A	Ammonium Laureth Sulfate Ammonium Lauryl Sulfate Guar Hydroxypropyltrimonium Chloride Cocamide MEA Glycol Distearate AMONYL™ 675SB Water	12.00% 6.00% 0.25% 2.00% 1.50% 8.00% Up to 100%
B	SEPIMAX™ ZEN Water	0.20% 20%
C	FLUIDIPURE™ 8G SEPICALM™ VG Amodimethicone & Cetrimonium Chloride & Trideceth-12 Dimethiconol and TEA-Dodecylbenzenesulfonate ESCULANE Benzyl Alcohol and Methylchloroisothiazolinone and Methylisothiazolinone Fragrance	2.50% 1.00% 0.50% 3.00% 1.00% 0.15% 0.50%
D	ORAMIX™ NS 10 Zinc Pyrithione (48%) Water	2.00% 1.00% 5.00%

Procedure

Lab scale –Cross shape & Achor stirrer– 300g

- 1, Add guar to cool water, then heat up to 70-75°C, then add ALES, ALS to dissolve uniformly, stir it at 300rpm.
- 2, Premix phase B, then add it to phase A, stir it uniformly, then add remaining RMs of phase A.
- 3, Cool down to 50°C slowly, stir it for 15mins, then cool down to 45°C
- 4, Add phase C one by one, stir it uniformly.
- 5, Mix the phase D well, add phase D to the mixture, stir it for 20mins.

Characteristics

Appearance	White fluid shampoo
pH	6.00
Viscosity 1M at RT	9200mPa.s Brookfield S3S6
Viscosity 1M at 45° C	950mPa.s Brookfield S3S6
Viscosity recovery at RT (after 1M at 45° C)	8500mPa.s Brookfield S3S6
Stability*	1M Stable at RT/ 45° C/ -18° C, Stable after 1M of freeze/thaw cycles -5/+40° C

Raw materials from SEPPIC

AMONYL™ 675SB

Cocamidopropyl Hydroxysultaine

Provides a fine foam that is stable over time. Provides significantly greater conditioning properties compared to classical betaines.

ORAMIX™ NS 10

Decyl Glucoside

Very well-tolerated surfactant from vegetal origin. This gentle cleanser provides an abundant, stable foam. Cosmos, Ecocert and Natrue approved.

SEPIMAX™ ZEN

Polyacrylate Crosspolymer-6

Powder polymer with a MAXIMUM resistance to electrolytes thanks to its high associative behavior. 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.

FLUIDIPURE™ 8G

Hexylene Glycol and Capryloyl Glycine and Xylitylglucoside

Skin Care et hair care

This is pure protection from head to toe! Thanks to its liquid form, FluidiPure™8G, glycine and sugar biovector, makes it easy to control sebum, fight dandruff, decrease irritation, control body and scalp odor and restore the skin's acidic mantle. FluidiPure™8G participates to the microbial protection of cosmetic formulations and its gentleness makes it the perfect match for sensitive skins.

SEPICALM™ VG

Sodium Palmitoylproline and Nymphaea Alba Flower Extract

A successful marriage between palmitoylproline and water lily flower extract reaching a unique lightening and soothing effect: thanks to an action towards both a modulation of inflammation mediators and a reduction of genetic expression of tyrosinase (key enzyme of pigmentation), SEPICALM™ VG decreases cutaneous pigmentation induced by stress or aging process (in vitro and in vivo proven efficacy).

ESCULANE

Caprylic and Capric Triglyceride-Algae extract-Laminaria Digitata extract

Reduce dandruff, increases keratinocyte production of SKALP/elafin, soothes and tones scalp.

Other raw materials...

- Ammonium Laureth Sulfate: **TEXAPON ALES 3-70A (BASF)**
- Ammonium Lauryl Sulfate: **TEXAPON ALS -70 (BASF)**
- Guar Hydroxypropyltrimonium Chloride: **JAGUAR-14 S (Rhodia)**
- Cocamide MEA: **COMPERLAN 100C (BASF)**
- Glycol Distearate: **CUTINA AGS T (BASF)**
- Amodimethicone & Cetrimonium Chloride & Trideceth-12 **MEM-949 Emulsion (DOW CORNING)**
- Dimethiconol and TEA-Dodecylbenzenesulfonate: **XIAMETER MEM-1785 Emulsion (DOW CORNING)**
- Benzyl Alcohol and Methylchloroisothiazolinone and Methylisothiazolinone: **EUXYL K100 (SCHÜLKE & MAYR)**
- Fragrance: **434391 (DROM)**
- Zinc Pyrithione: **ZINC OMADINE FPS (ARCH)**