

# AS40082



- Aspect: Fluid shampoo
- Packaging: Bottle
- Purify & protect your scalp thanks to this gentle shampoo!
- FLUIDIPURE<sup>™</sup> 8G shows a significant efficacy versus placebo after 28 days when tested on 23 Asian volunteers. It reduces dandruff by 2.6, itching by 3 and scalp odors by 1.7.
- AMONYL<sup>™</sup> 675SB gives a light and stable foam followed by a hair conditioning effect.
- ORAMIX<sup>™</sup> NS 10 softly cleans hair and brings a stable abundant foam.
- SEPIMAX ZEN<sup>™</sup> makes the foam more stable, softer and creamier. While maintaining foaming capacity of the formula.
- A purifying shampoo for sensitive scalps!



AS40082-1703

	Formula	
A	Aqua/ Water <b>SEPIMAX ZEN™</b>	Up to 100% <b>1.00%</b>
A2	Ammonium Laureth Sulfate Ammonium Lauryl Sulfate Cocamide MEA	12.00% 6.00% 0.50%
A3	AMONYL™ 675SB ORAMIX™ NS 10	8.00% 2.00%
В	FLUIDIPURE™ 8G Citric Acid Preservatives Sodium Chloride	<b>2.50%</b> 0.10% 0.15% 0.20%

**GENTLE PURIFYING SHAMPOO** 

# **Procedure** Pilot-9000a

Phase A: Weigh water and SEPIMAX ZEN, homogenize. Add ingredients of phase A2 under agitation and heat to 80°C until have an homogeneous mix. Cool down to 60-75°C, add phase A3. Homogenize. Cool down to 45°C, add ingredients of phase B one by one into phase (A+A2+A3) under agitation. Homogenize.

# **Characteristics**

Appearance
рН
Viscosity 1M at RT
Viscosity 1M at 45°C
Viscosity recovery at RT
(after 1M at 45°C)
Stability*
Challenge test

Fluid shampoo 54 10000 mPa.s Brookfield S63S6 1000 mPa.s Brookfield S62S6 8500 mPa.s Brookfield S63S6

Stable after 1M at 4° C, RT & 45° C A category according ISO 11930:2012

# Raw materials from SEPPIC

# 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, included foaming formulas: 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.

## AMONYL<sup>™</sup> 675SB

#### Cocamidopropyl Hydroxysultaine

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

## ORAMIX<sup>™</sup> NS 10

#### Decvl Glucoside

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

## FLUIDIPURE<sup>™</sup> 8G

### Hexylene Glycol and Capryloyl Glycine and Xylitylglucoside

This is pure protection from head to toe! Thanks to its liquid form, FluidiPure<sup>™</sup>8G, glycine and sugar biovector, makes it easy to control sebum, flight 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.

# Other raw materials...

#### Schülke & Mayr

· Preservative: Benzyl Alcohol, Methylchloroisothiazoline, Methylisothiazoline: EUXYL K100

#### Other suppliers

<u>Air Liquide</u>

неагтнсаве

- Ammonium Laureth Sulfate: RSAW EAC 70/ZA (HUNAN **RESUN-AUWAY)**
- Ammonium Lauryl Sulfate: RSAW AL70/ZA (HUNAN RESUN-AUWAY)
- Cocamide MEA: COMPERLAN 100C (BASF)

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