

DAILY BEAUTIFYING HAIR SERUM LEAVE-ON MINIMALIST SPRAY



Aspect : White liquid
Packaging : Spray

Discover this light and 97.3%* biodegradable formula.
Formulated with only 8 essentials ingredients !

~ 98.5%** naturality !

XYLISHINE™ repairs, moisturizes and protects hair fiber.
EMOGREEN™ L15 brings shine to your hair without weighing it down. Fibers are reinforced.
SEPIMAX ZEN™ and **FLUIDIFEEL™ EASY** combination allows to stabilize the very fluid (<600 mPa.s) and sprayable emulsion.

Good sprayability of the formula > 70% (compared with water control - method 57CO036).

A consumer study (20 volunteers; vs. benchmark) revealed brightness (90%) and softness (55%) of hair by using this formula. 90% would use it.

Minimalism and naturality are keys to strong and beautiful hair !



* Theoretical amount of readily biodegradable ingredients and water, without preservatives and fragrance rates.

** Natural origin content according to ISO 16128, the rest of the ingredients guarantee the pleasant sensory profile and the good preservation of the formula.

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Formula

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A	Aqua / Water SEPIMAX ZEN™	Up to 100 % 0.40 %
B	FLUIDIFEEL™ EASY EMOGREEN™ L15	3.00 % 5.00 %
C	XYLISHINE™ Phenylpropanol and Propanediol and Caprylyl Glycol and Tocopherol Phenoxyethanol and Ethylhexylglycerin Fragrance	3.00 % 0.50 % 1.00 % 0.12 %

Procedure

BECOMIX - 7 Kg

Add phase A to the tank and stir until SEPIMAX ZEN™ dispersion. Homogenize in a separate beaker ingredients of phase B and emulsion phase B with phase A (12 m/s, 5 minutes). Add phase C to the mix and homogenize.

Characteristics

Appearance	White liquid
pH	5.5
Viscosity 1M at RT	560 mPa.s Brookfield S2S6
Viscosity 1M at 45°C	280 mPa.s Brookfield S2S6
Viscosity recovery at RT (after 1M at 45°C)	410 mPa.s Brookfield S2S6
Stability*	Stable after 1M at RT and 45°C

Raw materials from SEPPIC

FLUIDIFEEL™ EASY

Lauryl Glucoside and Myristyl Glucoside and Polyglyceryl-6 Laurate

Glycolipidic O/W sustainable emulsifier, from 100% vegetable origin and MB certified (BVC-RSPO-1-1972708497). Processable at room temperature for time and energy savings. Sprayable and able to efficiently stabilize low and very low viscosity formulations (serum, lotion, mask, wipes, spray...). It gives light textures, for a nude skin sensation, comfortable and soft.

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.

EMOGREEN™ L15

C15-19 Alkane (natural and renewable)

EMOGREEN™ L15 is a non polar and biodegradable, bio-sourced emollient. It's THE alternative to volatile silicone oils. This high purity vegetable alkane is conformed to Cosmos and Natrue.

Beyond the lightweight and non-greasy skin feel, it gives a powdery finish. Inert and stable, it can be used in all types of applications, even in extreme conditions (pH, oxidizing/reducing media...).

XYLISHINE™

Xylitylglucoside and Anhydroxylitol and Maltitol and Pelvetia Canaliculata Extract

XYLISHINE™ moisturizes and repairs the hair: it helps maintain the deep hydration of the hair and protect the fiber. Tested *in vivo* on Caucasian or Brazilian hair, the natural sugars of vegetal and marine origin makes the hair glossy and soft. #Bio-inspiration

Other raw materials

- Schülke & Mayr

Phenylpropanol and Propanediol and Caprylyl Glycol and Tocopherol :
SENSIVA PA40
Phenoxyethanol and Ethylhexylglycerin : **EUXYL PE9010**

- Other suppliers

Fragrance : **PARFUM ABRICOT (EXPRESSIONS PARFUMÉES)**