

PEACE OF MIND

CPF 4365

**DOW**

# ColourHero

Cleansing conditioner

## Attributes

- One-step product
- Long lasting color protection
- Mild cleansing, detergent-free
- Enhanced combing and friction
- Reduced breakage
- Fast dry
- Ease of styling
- Hair alignment

## Featured products

- CELLOSIZETM PCG-10 Hydroxyethyl Cellulose
- VERSENETM 220 Chelating Agent
- DOWSILTM CE-7114 Silicone Quat Microemulsion

ColourHero (CPF 4365)

Phase	Trade name / Supplier	INCI name	% Wt.
A	<a href="#">CELLOSIZETM PCG-10 Hydroxyethyl Cellulose / Dow</a>	Hydroxyethylcellulose	1.5
	<a href="#">VERSENETM 220 Chelating Agent / Dow</a>	Tetrasodium EDTA	0.1
	Water	Aqua / Water	90.4
B	Crodacol CS-50 / Croda	Cetearyl Alcohol	2.0
	Incromine SD-PA-(MH) / Croda	Stearamidopropyl Dimethylamine	1.0
C	<a href="#">DOWSILTm CE-7114 Silicone Quat Microemulsion / Dow</a>	Silicone Quaternium-16 (and) Undeceth-11 (and) Butyloctanol (and) Undeceth-5	4.5
	Euxyl K712 / Schülke & Mayr GmbH	Water (and) Sodium Benzoate (and) Potassium Sorbate	0.5

Procedure:

1. Add CELLOSIZETM PCG-10 to Water and mix while heating to 75°C.
2. Add the rest of phase A and let dissolve.
3. Add phase B to phase A with mixing.
4. Cool to 40°C.
5. Add phase C and mix.

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card.  
Any variation in the formulation may cause performance to change.

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