

A young man and woman are lying on their stomachs on a grassy field. The woman, in the foreground, has voluminous, curly red hair and is wearing a white t-shirt under an orange button-down shirt. The man, behind her, has brown hair and is wearing a black t-shirt. They are both looking towards the camera with soft expressions. The background is a blurred green field.

DOW

MaizeCare™ Clarity Polymer

Formulations

Contents

CLEARmystyle

Hair Gel
(CPF 4541).....3

LIQUIDmystyle

Liquid Hair Gel
(CPF 4561).....5

JELLYmystyle

Hair Jelly
(CPF 4562).....7

PUMPmystyle

Pump Hair Spray
(CPF 4563).....9



CPF 4541

CLEARmystyle

Hair Gel

Key Benefits: Curl retention, hair styling, all day hold, high humidity resistance

CLEARmystyle (CPF 4541)

Clear water based gel thickened with hydroxyethyl cellulose

Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water	91.32
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	3.00
	Glycerin / NOW Solutions	Glycerin	3.00
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.10
	Neolone PH 100 / DuPont	Phenoxyethanol	0.90
	CELLOSIZE™ Hydroxyethyl Cellulose PCG-10 / Dow	Hydroxyethylcellulose	1.25
	Triethanolamine	Triethanolamine	0.20
	Lactic Acid	Lactic Acid	0.23

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.

Product Characteristics: Appearance: Clear; pH (as is): 4.5-5.0; Viscosity (cPs): 31000

Processing instructions:

1. Add water to beaker and begin mixing.
2. Add MaizeCare™ Clarity Polymer, glycerin, VERSENE™ NA₂ Crystals, and phenoxyethanol while continuing to mix.
3. Add CELLOSIZE™ Hydroxyethyl Cellulose PCG-10. Mix for 5 minutes, then add triethanolamine.
4. Mix for 30 minutes. As formula begins to thicken, adjust mixing speed as needed.
5. Add lactic acid and mix for 5 minutes.



CPF 4561

LIQUIDmystyle

Liquid Hair Gel

Key Benefits: Frizz reduction, curl definition, hair styling, all day hold, high humidity resistance

LIQUIDmystyle (CPF 4561)

Water based liquid gel thickened with hydroxyethyl cellulose

Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water	91.87
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	3.00
	Glycerin / NOW Solutions	Glycerin	3.00
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.10
	Neolone PH 100 / DuPont	Phenoxyethanol	0.90
	CELLOSIZE™ Hydroxyethyl Cellulose PCG-10 / Dow	Hydroxyethylcellulose	0.80
	Triethanolamine	Triethanolamine	0.20
	Lactic Acid	Lactic Acid	0.13

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card.
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Product Characteristics: Appearance: Clear; pH (as is): 6.5-7.0; Viscosity (cPs): 5500

Processing instructions:

1. Add water to beaker and begin mixing.
2. Add MaizeCare™ Clarity Polymer, glycerin, VERSENE™ NA₂ Crystals, and phenoxyethanol while continuing to mix.
3. Add CELLOSIZE™ Hydroxyethyl Cellulose PCG-10. Mix for 5 minutes, then add triethanolamine.
4. Mix for 30 minutes. As formula begins to thicken, adjust mixing speed as needed.
5. Add lactic acid and mix for 5 minutes.



CPF 4562

JELLYmystyle

Hair Jelly

Key Benefits: Curl retention, hair styling, all day hold, high humidity resistance

JELLYmystyle (CPF 4562)

Clear water based formula with a playful, jelly-like texture

Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water	94.40
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	3.00
	VERSENE™ NA₂ Crystals Chelating Agent / Dow	Disodium EDTA	0.05
B	Genugel Carrageenan CG-130 / CP Kelco	Carrageenan	0.30
	Genuvisco Carrageenan CG-131 / CP Kelco	Carrageenan	1.75
C	Neolone PH 100 / DuPont	Phenoxyethanol	0.50

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card.
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Product Characteristics: Appearance: Clear with yellow tint; pH (as is) 7.0-7.5

Processing instructions:

1. Add water and MaizeCare™ Clarity Polymer to beaker and begin mixing. Heat to 80°C.
2. Once MaizeCare™ Clarity Polymer is dispersed (50°C), add VERSENE™ NA₂ Crystals Chelating Agent.
3. Add Phase B ingredients to Phase A while continuing to mix.
4. Once mixture reaches 80°C remove from heat and allow formula to cool while continuing to mix.
5. Once below 40°C, add Phase C.



CPF 4563

PUMPmystyle

Pump Hair Spray

Key Benefits: Curl definition, hair styling, high humidity resistance

PUMPmystyle (CPF 4563)

Clear pump hair spray with 9% ethanol

Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water	87.85
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	2.00
	Ethanol	Ethanol	9.00
	Sunflower Petal Extract / Making Cosmetics	Glycerin (and) Water (and) Helianthus Annus (Sunflower) Petal Extract	0.25
	Neolone PH 100 / DuPont	Phenoxyethanol	0.90

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card.
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Processing instructions:

1. Add water to beaker and begin to gently mix.
2. Add MaizeCare™ Clarity Polymer and mix until fully dissolved.
3. Add remaining ingredients in order listed.

Product Characteristics: Appearance: Clear; pH (as is): 5

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