



Hair Care Concepts Collection



Powdered Refresh Shampoo
Mild Cleansing Shampoo
(CPF 4636)



Powdered Refresh Shampoo (CPF 4636)

Mild Cleansing Shampoo

Phase	Trade name	INCI name	Wt. %
A	Jordapon CI LA Powder / BASF	Sodium Cocoyl Isethionate	25.00
	-	Sodium Lauroyl Glutamate	15.00
	D-mannitol / B Food Science Co., Ltd.	Mannitol	5.50
	Tapioca Pure / Nouryon	Tapioca Starch	43.00
B	EcoSense™ 3000 Surfactant / Dow	Decyl Glucoside (51% active)	5.00
	Amphitol 55AB / KAO	Cocamidopropyl Betaine (30% active)	3.00
	DEXCARE™ CD-1 Polymer / Dow	Dextran hydroxypropyltrimonium chloride (30% active)	1.50
	HydroxySHIELD™ Polymer / Dow	Bis-Diisopropanolamino-PG-Propyl Disiloxane/ Bis-Vinyl Dimethicone Copolymer	1.00
	Euxyl K 900 / Ashland	Benzyl Alcohol, Ethylhexylglycerin, Tocopherol	1.00

Procedure:

1. Mix ingredients of phase A together in a blender.
2. Mix ingredients of phase B together until homogenous.
3. Add phase B to A, and then mix in a blender until powder is fine.

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2000031645-7261

Form No. 27-3645-01-0324 S2D



Your Choice for Conditioning
Rinse-off or Leave-in Conditioner
(CPF 4639)



Your Choice for Conditioning (CPF 4639)

Rinse-off or Leave-in Conditioner

Phase	Trade name	INCI name	Wt. %
A	CELLOSIZETM PCG-10 Hydroxyethyl Cellulose EU / Dow	Hydroxyethyl Cellulose	1.25
	UCARETM Extreme Polymer / Dow	Polyquaternium-10	0.10
	VERSENETM 220 Crystals Chelating Agent / Dow	Tetrasodium EDTA	0.20
	Deionized Water	Aqua / Water	q.s.
B	Crodacol CS50 / Croda	Cetearyl Alcohol	1.00
	Arlacel 165 / Croda	Glyceryl Stearate (and) PEG-100 Stearate	1.00
C	DOWSILTM CE-8411 Smooth Plus Emulsion / Dow	Bis-Diisopropanolamino-PG-propyl Dimethicone/BisIsobutyl PEG-14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	1.79
	Euxyl PE 9010 / Ashland	Phenoxyethanol (and) Ethylhexylglycerin	0.50

Procedure:

1. Slowly add phase A ingredients to water while stirring and heating to 70°C. The mixture will start to thicken with heating.
2. Once the temperature reaches 70 °C, add phase B ingredients in order listed. Mix for 3 min then start cooling down to room temperature.
3. When temperature is below 40 °C, add phase C ingredient.
4. Mix for additional 5 min.

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Form No. 27-3646-01-0324 S2D



Instant Luminous Moisture Lotion
Rinse-off Conditioner (O/W emulsion)
(CPF 4713)

Instant Luminous Moisture Lotion (CPF 4713)

Rinse-off Conditioner (O/W emulsion)

Phase	Trade name	INCI name	Wt. %
A	CELLOSIZETM PCG-10 EU / Dow	Hydroxyethyl Cellulose	0.35
	VERSENETM 220 Crystals Chelating Agent / Dow	Tetrasodium EDTA	0.20
	Water	Aqua / Water	89.13
B	Crodacol CS50 / Croda	Cetearyl Alcohol	1.00
	EcoSenseTM APP-5000 Formulation Aid / Dow	Myristyl/Stearyl Xylosides (and) Myristyl Alcohol (and) Stearyl Alcohol	2.00
	Lipovol CO / Vantage	Ricinus Communis (Castor) Seed Oil	0.50
	Glycerin	Glycerin	1.50
C	DOWSILT HMW-2220 Non-ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Alketh-23 (and) C12-13 Alketh-3	3.33
D	Euxyl PE 9010 / Ashland	Phenoxyethanol and Ethylhexylglycerin	0.99
	Biochemica Vitamin E Natural / Hallstar	Tocopherol	0.50
	Ballerina (187690) / Symrise	Fragrance	0.50

Procedure:

1. Add phase A ingredients to vessel and start mixing at 600 RPM.
2. Begin heating to 70-80 °C.
3. Add phase B ingredients above 70 °C and increase mixing to 900 RPM. Stir for 3 min.
4. Slowly cool down the formulation while mixing.
5. Add phase C ingredients at approximately 40 °C.
6. Back add any water lost while mixing.
7. Pour the formulation into final container when it is still warm. Let the formulation sit overnight to achieve final viscosity.

Images: dow_62345831471, AdobeStock_672472811

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Form No. 27-3647-01-0324 S2D



No More Crunch Nectar
Leave-on Conditioner
(CPF 4646)



No More Crunch Nectar (CPF 4646)

Leave-on Conditioner

Phase	Trade name	INCI name	Wt. %
A	Water	Aqua / Water	90.90
	Neolone PH100 / Lanxess	Phenoxyethanol	0.90
	MaizeCare™ Clarity Polymer / Dow	Hydrolyzed Corn Starch	6.70
	DOWSIL™ 979 Emulsion / Dow	Amodimethicone (and) C11-15 Alketh-12 (and) C11-15 Alketh-7	0.80
	DOWSIL™ HMW 2220 Non-Ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Alketh-23 (and) C12-13 Alketh-3	0.70

Procedure:

1. Add Phenoxyethanol and MaizeCare™Clarity Polymer to water and slightly mix to obtain a clear solution.
2. Add DOWSIL™ 979 Emulsion and DOWSIL™ HMW 2220 Non-Ionic Emulsion and slightly mix.

Images: dow_43822043226, AdobeStock_672472811

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Form No. 27-3648-01-0324 S2D



Gloss Elixir Coat
Anhydrous Hair Serum
(CPF 4711)

Gloss Elixir Coat (CPF 4711)
Anhydrous Hair Serum

Phase	Trade name	INCI name	Wt. %
A	DOWSIL™ PMX-1508 Fluid / Dow	C13-15 Alkane (and) Dimethiconol	20.00
	Cetiol Ultimate / BASF	Undecane (and) Tridecane	29.15
	Cetiol LC / BASF	Coco-Caprylate / Caprate	20.00
	Cetiol OE / BASF	Dicaprylyl Ether	30.15
B	Coconut Oil	Cocos Nucifera (Coconut) Oil	0.50
	Covi-ox T 70 / BASF	Tocopherol	0.20

Procedure:

1. Add ingredients of phase A one by one in order while mixing at 500 rpm until homogeneous.
2. Add ingredients of phase B one by one while mixing until homogeneous.

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