

Buzzing Smoothie

W-in-O Emulsion

Formulation 02412



Attributes

Shine

Reduces Hair Hydrophobicity

Long Lasting Hydrophobicity on Hair

Light, Playful Rheology

Reduces Hair Friction

Components

Phase	Order	Ingredient	INCI Name	Wt%	Supplier	Trade Name
A		DOWSIL™ 3901 Liquid Satin Blend	Dimethicone (and) Dimethicone/Vinyl Dimethicone Crosspolymer	3		
A		XIAMETER™ PMX-200 Silicone Fluid 2 cSt	Dimethicone	7		
B		DOWSIL™ 556 Cosmetic Grade Fluid	Phenyl Trimethicone	2		
B		DOWSIL™ FZ-3196 Fluid	Caprylyl Methicone	3		
B		Caprylic/Capric Triglyceride (and) Honey Extract	Caprylic/Capric Triglyceride (and) Honey Extract	0.5		
B		Sunflower Seed Oil (and) Macadamia Seed Oil (and) Quinoa Seed Extract (and) Coconut Oil (and) Gardenia Flower Extract	Helianthus Annuus (Sunflower) Seed Oil (and) Macadamia Ternifolia Seed Oil (and) Chenopodium Quinoa Seed Extract (and) Cocos Nucifera (Coconut) Oil (and) Gardenia Tahitensis Flower Extract	0.5		
B		Cocos Nucifera (Coconut) Oil	Cocos Nucifera (Coconut) Oil	0.5		
B		DOWSIL™ 5300 Formulation Aid	Lauryl PEG-10 Tris(Trimethylsiloxy)silylethyl Dimethicone	2		
B		DOWSIL™ 5200 Formulation Aid	Lauryl PEG/PPG-18/18 Methicone	0.5		
B		Butyrospermum Parkii (Shea Butter)	Butyrospermum Parkii (Shea Butter)	0.5		
B		Squalene	Squalane	0.5		
C		Water	Water	74.05		
C		Sodium Chloride	Sodium Chloride	1		
C		FOAMYSENSE™ N60K Polymer	PEG-45M	0.15		
C		Kiwi Fruit Water	Actinidia Chinensis (Kiwi) Fruit Water	0.2		
D		Phenoxyethanol (and) Ethylhexylglycerin	Phenoxyethanol (and) Ethylhexylglycerin	1		

Phase	Order	Ingredient	INCI Name	Wt%	Supplier	Trade Name
D		DOWSIL™ CE-7081 Smart Style	Silicone Quaternium-16/Glycidoxy Dimethicone Crosspolymer (and) Undeceth-11 (and) Undeceth-5	3		
D		Water (and) Hydrolyzed Wheat Protein	Water (and) Hydrolyzed Wheat Protein	0.1		
D		Fragrance	Fragrance	0.5		
D		C.I. 19140 (1% in water)	C.I. 19140 (1% in water)	0		
E		Citric Acid	Citric Acid	0		

Procedure

Step	Process
1	Mix ingredients of phase A together.
2	Add phase B ingredients to phase A in order listed. Heat to 50°C with mixing at 600 rpm until homogeneous.
3	Mix ingredients of phase C together. Heat to 50°C with mixing at 600 rpm until homogeneous.
4	Add slowly phase C to phase AB with mixing at 1000 rpm.
5	Let cool down to room temperature.
6	Add phase D ingredients one after each one when temperature is below 40°C.
7	Adjust pH to 4.5 +/-0.3 with citric acid with phase E.

Stability

Formulation is stable for at least 1 month at room temperature, 40°C and 50°C.

This suggested formulation is only a representative formulation and it is not a commercialized product. Dow believes that the information and data on which this formulation is based are reliable, but it has not been subjected to extensive testing for performance, efficacy or safety. BEFORE COMMERCIALIZATION, YOU SHOULD THOROUGHLY TEST THE FORMULATION OR ANY VARIATION OF IT TO DETERMINE ITS PERFORMANCE, EFFICACY AND SAFETY. IT IS YOUR RESPONSIBILITY TO OBTAIN ANY NECESSARY GOVERNMENT CLEARANCE, LICENSE OR REGISTRATION. In addition, Dow has not undertaken a comprehensive patent search on the formulation. Suggestions of uses should not be taken as inducements to infringe any particular patent. The information contained in this communication does not constitute an offer, does not give rise to binding obligations, and is subject to change without notice to you. The creation of binding obligations will occur only if an agreement is signed by authorized representatives of Dow and your company. Any reference to competitor materials contained in this communication is not an endorsement of those materials by Dow or an endorsement by the competitor of Dow materials. To the fullest extent permitted by applicable law, Dow disclaims any and all liability with respect to your use or reliance upon the information. DOW DOES NOT MAKE ANY WARRANTY OR REPRESENTATION, EXPRESS OR IMPLIED, WITH RESPECT TO THE UTILITY OR COMPLETENESS OF THE INFORMATION AND DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. DOW DISCLAIMS LIABILITY FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES.

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. © 2021 The Dow Chemical Company. All rights reserved.