

**DOW**

CPF 4435

RhythmLocks

Hair Make-Up

Attributes

- Glossy, non-transfer hair coloration
- Easily rinseable with shampoo
- Smooth and simple application
- Long lasting definition

Featured products

- DOWSIL™ FA 4012 ID Silicone Acrylate
- MaizeCare™ Style Polymer
- DOWSIL™ 969 Emulsion

Phase	Trade name / Supplier	INCI name	Wt. %
A	Water / Aqua	Water / Aqua	67.20
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	3.00
	Phenoxyethanol Low Phenol / Clariant	Phenoxyethanol	0.90
B	Propylene Glycol	Propylene Glycol	1.50
	ACULYN™ 88 Rheology Modifier / Dow	Acrylates / Steareth-20 Methacrylate Crosspolymer	3.00
	Covarine White WN 9787 / Sensient	CI 77891 (and) Aqua (and) Glycerin (and) Xanthan Gum (and) Sodium Citrate	1.60
	Covarine Red WS 3797 / Sensient	CI 12490 (and) Glycerin (and) Aqua (and) Sodium Laureth Sulfate (and) Diethylhexyl Sodium Sulfosuccinate	2.50
C	DOWSIL™ FA 4012 ID Silicone Acrylate / Dow	Isododecane (and) Acrylates / Polytrimethylsiloxymethacrylate Copolymer	5.00
	Purolan IDD / Lanxess	Isododecane	7.00
	DOWSIL™ 556 Cosmetic Grade Fluid / Dow	Phenyl Trimethicone	3.00
	Tween 20 / Croda	Polysorbate 20	1.00
	Eumulgin CO 40 / BASF	PEG-40 Hydrogenated Castor Oil	1.00
D	Colorona SynBerry Pink / Merck	Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Carmine (and) Tin Oxide	0.60
	Ballerina 187690 / Symrise	Fragrance	0.20
E	AMP Ultra PC 1000 (sol. 30%) / Angus	Aminomethyl Propanol	1.00
F	DOWSIL™ 969 Emulsion / Dow	Amodimethicone (and) Cetrimonium Chloride (and) Trideceth-3 (and) Trideceth-15	1.50

Procedure:

1. Sprinkle MaizeCare™ Style Polymer into the vortex of water heated at 70-80°C (water bath) at 400 rpm. Maintain heat and agitation until dispersion is complete (20-30 min).
2. Once the dispersion is completed, add the phenoxyethanol under agitation.
3. Remove from heat and add phase B ingredients to phase A one-by-one under mixing.
4. Mix phase C ingredients together in a separate beaker.
5. When phase AB is below 40°C, add phase C slowly under high shear (1000 rpm). Viscosity of formulation will increase slightly.
6. Add phase D ingredients to phase ABC under normal mixing (400 rpm).
7. Adjust pH of the formulation to 7 with phase E ingredient. Viscosity will increase drastically.
8. Add phase F ingredient and stir until well incorporated (increase mixing speed if needed).

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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