

WHOLENESS

CPF 4295

DOW

®

GENTLEhype

Hair & Beard Balm

Attributes

- 2-in-1 styling cream
- Flexible, natural look
- Light to medium hold
- Conditioning
- Taming
- Improved shine

Featured products

- MaizeCare™ Style Polymer
- UCON™ Fluid AP
- ACULYN™ 33A Rheology Modifier
- ACULYN™ 88 Rheology Modifier



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Phase	Trade name / Supplier	INCI name	% Wt.
A	Water	Water / Aqua	59.43
	MaizeCare™ Style Polymer / Dow	Hydrolyzed Corn Starch	3.00
	Triethanolamine	Triethanolamine	0.20
B	Water	Water / Aqua	20.00
	ACULYN™ 88 Rheology Modifier / Dow	Acrylates / Steareth-20 Methacrylate Crosspolymer	0.50
	ACULYN™ 33A Rheology Modifier / Dow	Acrylates Copolymer	1.50
C	Rheodol MS-165V / Kao	Glyceryl Stearate (and) PEG-100 Stearate	4.00
	Cropure Sweet Almond Oil / Croda	Prunus Amygdalus Dulcis (sweet almond) Oil	1.00
	Crodamol OSU / Croda	Diethylhexyl Succinate	5.00
	Kalcol 220-80 / Kao	Behenyl Alcohol	3.00
	Emanon CH-40 / Kao	PEG-40 Hydrogenated Castor Oil	0.50
	UCON™ Fluid AP / Dow	PPG-14 Butyl Ether	0.50
D	Euxyl PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	0.99
	Triethanolamine	Triethanolamine	0.10
E	HYDRA MEN E_18C4276 / Mane	Perfume	0.28

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.

Procedure:

- Mix first two phase A ingredients at 70°C using a propeller agitator. Once uniform, add Triethanolamine.
- Mix phase B ingredients. Add to phase A.
- Mix phase C ingredients at 70°C until solution is clear.
- Slowly add phase C into phase AB at 70°C and 500 rpm. Mix for five minutes at 70°C.
- Add phase D ingredients to phase ABC and continue mixing for two minutes.
- Under gentle paddle or hand mixing, cool the mixture below 50°C.
- Add phase E ingredient to phase ABCD and continue mixing for two minutes.

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