

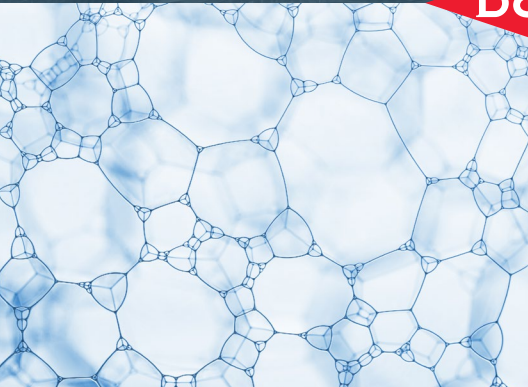


DOW

®

CPF 4520

Cheerfulness Shampoo



Cheerfulness Shampoo (CPF 4520)

Sulfate-free shampoo for a mild and safe cleansing of pets, with generous and creamy foam. Facilitates wet and dry combing and delivers a smooth after feel on pet's coat.

Key benefits: Rich texture, smoothness, sulfate free, good foaming

Phase	Trade name / Supplier	INCI name	% Wt.
A	Deionized water	Aqua	48.00
	VERSENE™ 100 Chelating Agent / Dow	Tetrasodium EDTA	0.10
	ACULYN™ 28 Rheology Modifier / Dow	Acrylates/Beheneth-25 Methacrylate Copolymer	5.00
	ACULYN™ 88 Rheology Modifier / Dow	Acrylates/Steareth-20 Methacrylate Crosspolymer	2.00
B	Sodium Laureth Sulfosuccinate	Sodium Laureth Sulfosuccinate	5.00
	EcoSense™ 3000 Surfactant / Dow	Decyl Glucoside	5.00
	CAPB	Cocamidopropyl betaine	10.00
C	Polyglycol P425 / Dow	PPG-9	1.00
	Sodium Hydroxide	Sodium Hydroxide	pH = 5.5-7
	Deionized water	Aqua	20.60
D	UCARE™ Polymer JR-400 / Dow	Polyquaternium-10	0.20
	Sodium Hydroxide	Sodium Hydroxide	pH = 7
E	DOWSIL™ HMW 2220 Non-Ionic Emulsion / Dow	Divinyldimethicone/Dimethicone Copolymer (and) C12-13 Alketh-23 (and) C12-13 Alketh-3	3.00
E	Neolone PE / DuPont	Phenoxyethanol (and) Methylisothiazolinone	0.10

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.

Images: dow_40962129468, dow_68394174239

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Processing instructions:

1. Solubilize phase A ingredients in water, while stirring.
2. Add ingredients from phase B to phase A, one by one under slow stirring, then neutralize with sodium hydroxide.
3. Solubilize UCARE™ in water (Phase C) while stirring. If desired, neutralize it with sodium hydroxide to speed up the process.
4. Add phase C to the mixture of A and B.
5. Add phase D and E ingredients while stirring.
6. Adjust pH if necessary to reach 6.0-6.3

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