

## Smoothing Style Primer

**2899-65.B**

### Description

This creamy, conditioning emulsion tames the "Frizzies" while providing moisturization and manageability to your styling routine. The DynamX® H2O polymer offers enhanced curl control, thermal protection and anti-frizz properties, while the STRUCTURE® XL starch is a rheology modifier that improves emulsion stability and aesthetics. Filled with conditioning and hydrating ingredients, the Arquad® PC SV-60 PG, and Elfamoist® conditioning agents improve both the wet and dry comb properties leaving the hair with a smooth silky feel.

### Formula

Trade Name	INCI Name	% w/w	Supplier
<b>Phase A</b>			
Deionized Water	Water (Aqua)	84.50%	Local
<b>STRUCTURE® XL starch</b>	Hydroxypropyl Starch Phosphate	2.50%	<b>AkzoNobel</b>
<b>DynamX® H2O polymer (25% active)</b>	Polyurethane-14 (and) AMP-Acrylates Copolymer	5.00%	<b>AkzoNobel</b>
<b>Phase B</b>			
Promulgen D	Cetearyl Alcohol (and) Cetareth-20	2.50%	Lubrizol Advanced Materials
Liponate IPM	Isopropyl Myristate	1.00%	Lipo Chemicals
Incroquat Behenyl TMS	Behentrimonium Methosulfate (and) Cetearyl Alcohol	0.75%	Croda, Inc.
Xiameter® PMX-200 Silicone Fluid 1000cs	Dimethicone	0.25%	Dow Corning Corp
<b>Phase C</b>			
<b>Elfamoist</b>	DGA Acetamide	2.00%	<b>AkzoNobel</b>
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00%	Schülke & Mayr GmbH
<b>Arquad® PC SV-60 PG surfactant (60% active)</b>	Soytrimonium Chloride (and) Propylene Glycol	0.50%	<b>AkzoNobel</b>
<b>Total:</b>		<b>100.00%</b>	

### Procedure

To prepare Phase A, weigh all the water into an appropriate size mixing vessel. Using an overhead mixer with a U-blade, begin mixing at 400 rpm. Slowly sift the STRUCTURE® XL rheology modifier into the vortex. Once completely dispersed, add the DynamX® H2O polymer and mix for 5 minutes. Reduce mixing speed to 200 rpm. Cover the batch and begin heating to 80°C.

To prepare Phase B, combine all of the components contained in this phase in a separate vessel and heat to 80°C with mixing. Add Phase B to Phase A and mix at 500 rpm for 10 minutes while maintaining temperature. Turn off the heat and reduce mixing speed to 200 rpm.

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To prepare Phase C, cool batch to 40-45°C with continued agitation and add the remaining ingredients, one component at a time, mixing well after each addition. Cool to room temperature with mixing. Pour off into containers.

#### Properties

Color Description	Creamy White Emulsion
pH	8.0
Brookfield Viscosity	9850 cps - T-D / 20rpm

#### Packaging

White 2 oz pump bottle (20/410)

Aptar  
PZ-3 Colibri  
Output - 250 mcl  
Liner - F-217

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