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ELEMENTIS
SPECIALTIES

MILD HAIR SHAMPOO WITH BENTONE® EW

PEG AND SULFATE FREE

RECF- BY3129/33



Mild Hair Shampoo containing BENTONE® EW, rheological additive

Advantages

This formula is made with 97.0% Natural ECOCERT approved ingredients, is pH Balanced, PEG and Lauryl/Laureth Sulfate Free and Paraben Free

The presence of BENTONE® EW rheological additive, in this system:

- Imparts viscosity
- Improves storage stability

Ingredient	Supplier	% w/w
PART A		
BENTONE® EW (Hectorite)	ELEMENTIS Specialties	1.5
Deionized Water		55.8
Vegetable Glycerin	UPI	3.0
PART B		
Plantacare 2000 UP (Decyl Glucoside)	Cognis	10.0
Plantacare 1200 (Lauryl Glucoside)	Cognis	10.0
Tego Betain F50 (Cocamidopropyl Betaine)	Evonik	15.0
Tegosoft LSE 65K Soft (Sucrose Cocoate)	Cognis	2.0
Euperlan PK-4000 (Glycol Distearate and Laureth-4 and Cocamidopropyl Betaine)	Cognis	2.0
Nutrilan Milk (Hydrolyzed Milk Protein)	Cognis	0.5
PART C		
DMDH Hydantoin	RITA	0.2
Rain Fresh (Fragrance)	Bell Flavors & Fragrances	q.s
FD&C Green #3 (0.1% Solution) (Green 3)		q.s
Citric acid (50% solution)	Adjust pH: 5.5-6.5	q.s.

Procedure

1. Disperse Part A with high shear and mix for at least 20 minutes until uniform and add the Glycerin at the end, without creating foam.
2. Add Part B to Part A with low shear stirring until uniform, in the order listed.
3. Add Part C one at a time with gentle mixing until uniform.

Appearance: Creamy

PH: 5.5

Viscosity/overnight: 3550 cps

Brookfield RVT@ 20rpm, 25°C, #6 Spindle, measured@24 hours

Surfactant Actives: 16.22%

*Foam Property: After 10s low speed blender mixing: Foam Volume: 350 ml

After 3.5 minutes, Drainage: 130 ml

*Method: Blender foam volume/drainge

N.B.

Please refer to the Product Data Sheets for additional advice on incorporation.

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