

## Step 4: The Hydration Seal

### Leave-in Conditioner

While the **serum works on the scalp**, the leave-in conditioner **focuses on the hair itself**.

This step provides **weightless moisture**, **detangles**, and can **protect** the hair **from environmental damage like heat exposure**.

It works in harmony with the scalp serum to create a **healthy balance from root to tip**.

**How-to:** Apply the leave-in conditioner from the mid-lengths to the ends of your hair, avoiding the scalp. Comb through with a wide-tooth comb or your fingers to ensure even distribution. Do not rinse.



## Step 4: The Hydration Seal

Why to use a Leave-in Conditioner and not a Rinse-off Conditioner?

### Moisturization:

Locks in moisture, preventing dryness and frizz

### Detangling:

Easily manage tangles and reduce breakage

### Protection:

Shields hair from heat and environmental damage

### Shine:

Enhances shine, making hair soft and silky

### Manageability:

Simplifies styling and improves overall hair health

Source: "An efficacy and stability study of natural leave-in hair conditioner with antisolar and antioxidant properties"

Journal: Journal of Dispersion Science and Technology

Authors: Sara P.M.S.V. dos Santos et al.

# Step 4: The Hydration Seal

## Leave-in Conditioner



### Formula N18839-004

|         | Trade name                                  | INCI name   | % w/w  | Supplier      |
|---------|---|---|--------|---------------|
| Phase A | Deionized Water                             | Aqua (Water)  | 84.51  | Local         |
|         | Structure® Silk starch                      | Hydroxypropyl Starch Phosphate  | 0.75   | Nouryon       |
| Phase B | Lactic Acid 80% (Brennspec)                 | Lactic Acid, Aqua (Water)   | 0.30   | Brenntag      |
|         | Lanette® O                                  | Cetearyl Alcohol  | 4.00   | BASF          |
|         | Armocare® Aqua 12 surfactant                | Brassicamidopropyl dimethylamine (pending)  | 1.36   | Nouryon       |
|         | Sunflower Oil                               | Helianthus Annuus (Sunflower) Seed Oil  | 2.00   | Local         |
|         | SolAmaze® Natural solution                  | Diisostearoyl Polyglyceryl-3 Dimer Dilinoleate (and) Caprylic/Capric Triglyceride | 1.00   | Nouryon       |
| Phase C | Hydrovance® moisturizing agent (50% active) | Hydroxyethyl Urea   | 5.00   | Nouryon       |
|         | Citrofol AI                                 | Triethyl Citrate  | 0.50   | Jungbunzlauer |
|         | Dissolvine® GL Premium chelating agent      | Tetrasodium Glutamate Diacetate   | 0.17   | Nouryon       |
|         | Microcare NB                                | Sodium Benzoate   | 0.27   | Thor          |
|         | Microcare KS                                | Potassium Sorbate   | 0.14   | Thor          |
| Total   |   |   | 100.00 |               |

**Armocare® Aqua 12 surfactant** is a conditioning agent with a natural origin index of 100%. It delivers instant detangling to wet hair and excellent anti-frizz properties on dry hair.

**Structure® Silk starch** provides the formulation with its unique texture and glossy appearance, along with a mild film-formation effect to lock your curls in place.

**SolAmaze® Natural solution** is a 100% natural and biodegradable film former to aid in long term anti-frizz properties and add a natural gloss to the hair without silicone.

**Hydrovance® moisturizing agent** can restore moisture to damaged hair for up to 24 h, thus strengthening the hair from root-to-tip.

pH: 3.5-4.5

Viscosity (RV6, 5 RPM): 15000-30000 cPs