

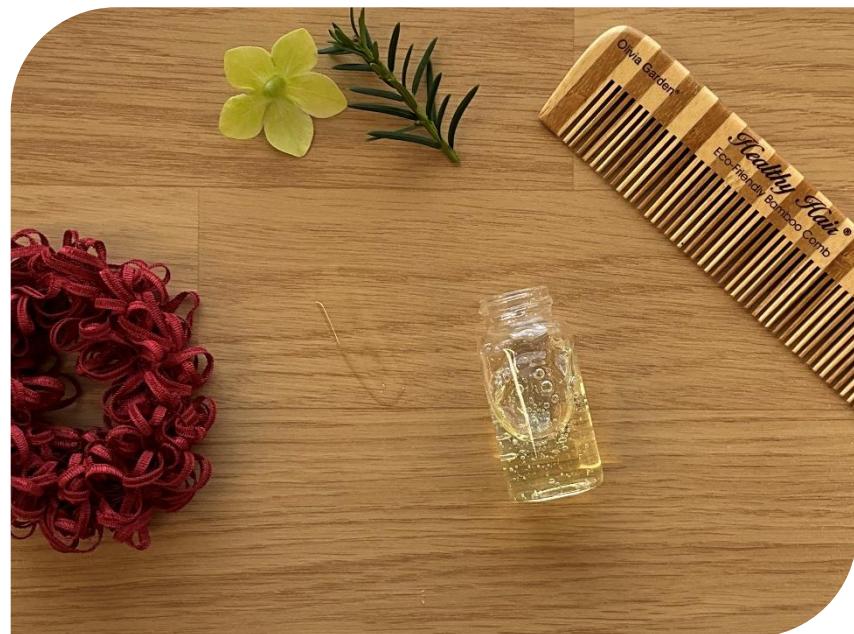
# Step 1: The Purifying Prelude

## Deep Cleansing Shampoo

Begin the ritual with a thorough cleanse to remove buildup, excess oil, and impurities

This step is the **foundation of a healthy scalp**, creating a clean canvas for subsequent treatments

**How-to:** In the shower, wet hair and apply a generous amount of the deep cleansing shampoo. Massage it into the scalp using your fingertips or a scalp brush in small, circular motions. Focus on areas prone to oiliness or product buildup. Allow the lather to sit for a minute to let the active ingredients penetrate and purify. Rinse thoroughly with warm water.



# Step 1: The Purifying Prelude

## Deep Cleansing Shampoo



Formula N18839-028

Trade name	INCI name	% w/w	Supplier
Deionized Water	Aqua (Water)	49.05	Local
Elfacos® GT 282S rheology modifier	Ceteareth-60 Myristyl Glycol	3.00	Nouryon
Alfanox 46	Sodium C14-16 Olefin Sulfonate	21.00	Kao
Crodaticer CAB 30 (30% active)	Cocamidopropyl Betaine	13.00	Croda
Structure® M3 co-surfactant	Sodium Hydrolyzed Corn Starch Dodecenyldodecanoate	3.00	Nouryon
Flexan® II polymer	Sodium Polystyrene Sulfonate	1.00	Nouryon
Hydrovance® moisturizing agent (50% active)	Hydroxyethyl Urea	5.00	Nouryon
Citrofol AI	Triethyl Citrate	0.50	Jungbunzlauer
Tocopherol Care	DL-alpha-tocopherol	0.50	BASF
Dissolvine® GL Premium chelating agent	Tetrasodium Glutamate Diacetate	0.22	Nouryon
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.50	Ashland
Sodium Chloride	Sodium Chloride	2.50	Fisher Scientific
Citric Acid 25%	Citric Acid (and) Water	0.73	Local
<b>Total</b>		<b>100.00</b>	

**Flexan® II polymer** provides deep cleansing by effectively removing cationic deposits and styling product residues.

**Structure® M3 co-surfactant** increases the micelle size and lowers harmful surfactant penetration. The otherwise harsh AOS-CAPB system is made mild by the addition of **Structure® M3 co-surfactant**.

**Elfacos® GT 282S rheology modifier** is a polyalkylene glycol derivative that brings a luxurious and bouncy texture, and a rich foam.

**Hydrovance® moisturizing agent** repairs the hair strands from within by retaining water and hindering the hair from drying out.

pH: 5-5.5

Viscosity (RV4, 5 RPM): 15000-35000 cPs

Total surfactant active content: 15%