

Daily Use Conditioning Shampoo

Add 100% bio-based Itaconix® VELASOFT™ to daily-use shampoos for milder formulations with dense creamy lather, lubricity and wet & dry combing that leave hair feeling naturally soft and silky.

#	INCI Name, Trade Name	Purpose	%W/W
1	DI Water	Diluent	46.83
2	Hydroxyacetophenone <i>Symsave® H</i>	Preservative	0.50
3	Phenoxyethanol	Preservative	0.50
4	Sodium Polyitaconate Itaconix® VELASOFT™	Hair Conditioner	3.00
5	Sodium Laureth Sulfate <i>Calfoam® ES-302</i>	Surfactant	26.00
6	Sodium Lauryl Sulfate <i>Calfoam® SLS-30</i>	Surfactant	11.00
7	Cocamidopropyl Betaine <i>Caltaine® C-35</i>	Surfactant	9.00
8	Glycol Distearate + Laureth-4 + Cocamidopropyl Betaine <i>Surfasheen 300</i>	Opacifier	2.75
9	Niacinamide + Calcium Pantothenate + Sodium Ascorbyl Phosphate + Tocopheryl Acetate + Pyridoxine HCl + Maltodextrin + Sodium Starch Octenylsuccinate + Silica <i>Beauplex® VH</i>	Benefit Agent	0.10
10	Citric Acid	pH Adjuster	q.s
11	Sodium Chloride	Viscosity Adjuster	0.32

Product Properties:

Appearance	Pearlized liquid
pH	5.5 – 6.0
Viscosity	3,000 cps

Procedure:

1. Heat water to 60°C and mix to create a vortex.
2. Add Symsave® (2) and Phenoxyethanol (3) and allow to dissolve.
3. Add Itaconix® VELASOFT™ (4) and mix until dissolved.
4. Remove heat and add Calfoam® ES-302 (5), Calfoam® SLS-30 (6), and Caltaine® (7) with moderate mixing.
5. Add Sulfasheen (8) when temperature is below 30°C.
6. Add Beauplex® (9) with slow mixing.
7. Measure pH and adjust to 5.5 – 6.0 with Citric Acid (10).
8. Adjust to target viscosity with Sodium Chloride (11).

Supplier References:

Itaconix Corporation (4) Symrise (2) Harcros (5, 6, 7, 8)
DSM (9)