

Sulfate-Free Shampoo

Add 100% bio-based Itaconix® VELASOFT™ to sulfate-free shampoos for dense creamy foam, lubricity and wet & dry combing that leaves hair feeling naturally soft and silky.

#	INCI Name, Trade Name	Purpose	%W/W
1	DI Water	Diluent	81.5
2	Sodium Lauroyl Sarcosinate	Surfactant	10.0
3	Cocamidopropyl Betaine <i>CRODATERIC™ CAB 30-LQ-(MH)</i>	Surfactant	3.0
4	PPG-2 Hydroxyethyl Coco/Isostearamide <i>Promidium™ 2</i>	Surfactant	2.0
5	Sodium Polyitaconate Itaconix® VELASOFT™	Hair Conditioner	1.0
6	Sodium Chloride	Viscosity Adjuster	0.5
7	Xanthan Gum	Viscosity Adjuster	1.0
8	Phenoxyethanol	Preservative	1.0

Product Properties:

Appearance	Translucent gel
pH	6.2
Viscosity	1,300 cps

Procedure:

1. Heat water to 50°C and mix to create a vortex.
2. Add surfactants (2, 3, 4) with slow agitation and mix until uniform.
3. Add Itaconix® VELASOFT™ (5) and mix until dissolved.
4. Add Sodium Chloride (6) and Xanthan Gum (7) until desired viscosity is achieved.
5. Add Phenoxyethanol (8) with continued slow agitation.

Supplier References:

Itaconix Corporation (5) Croda (3, 4)