



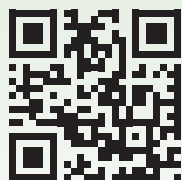
Blow-Dry Hair Gel

Styling hair gel with strong hold properties using **VELASOFT NE 100**. Apply to damp hair before blow drying to provide effective heat defense and shield against cuticle damage.

Ingredient	Function	wt%
DI water	Diluent	91.0%
VELASOFT® NE 100	Hair styling polymer	6.0%
Pentylene glycol and benzoic acid / sodium benzoate	Preservative	2.0%
Hydroxyethylcellulose	Thickener	0.5%
Glycerin	Humectant	0.5%

Directions

- Add water to clean vessel with mixing
- Add **VELASOFT NE 100** slowly while mixing
- Add glycerin while mixing
- Add preservative slowly while mixing
- Add hydroxyethylcellulose slowly while mixing



Visit www.itaconix.com

Potential Label Claims:

- Shields against cuticle damage
- Prevents roughness, making the hair feel sleek and easy to comb
- Protects against the loss of hair strength
- Washes out easily, leaves no residue or build-up
- Superior curl retention in high temperature and humidity
- Highly effective frizz control agent
- Outstanding sensory properties offering a non-crispy, natural feeling to styled hair
- Produces low tack formulations
- Water soluble
- 100% naturally derived

Plant-Based Content:

55-90% based on ingredient selection

Product Properties

Appearance..... Clear high viscosity light weight gel

pH..... 5.5

Viscosity..... 96,000 cP

Usage

Use as needed before blow drying hair

Itaconix Corporation

2 Marin Way Stratham NH 03885, USA | 603.775.4400 | info@itaconix.com | www.itaconix.com

Nothing contained herein grants or extends a license, express or implied, in connection with patents, issued or pending, of the manufacturer or others. The information contained herein is based on the manufacturer's own study and the works of others. The manufacturer makes no warranties, expressed or implied, as to the accuracy, completeness, or adequacy of the information contained herein. The manufacturer shall not be liable (regardless of fault) to the vendee's employees, or anyone for the direct, special or consequential damages arising out of or in connection with the accuracy, completeness, adequacy or furnishing of such information. Version 1.0 - 25 June, 2024 © Itaconix