



Hair Styling Lotion

Hair styling lotion with great hold properties using **VELASOFT NE 100**. Create soft curls with a smoother, sleeker feel. Reduces frizz and holds curls for up to 24 hours in high humidity. Perfect for defining curls without heat. Easily rinse out to prevent buildup that weighs curls down.

Ingredient	Function	wt%
DI water	Diluent	87.5%
VELASOFT® NE 100	Hair styling polymer	6.0%
Cetearyl alcohol (and) dicetyl phosphate (and) ceteth-10 phosphate	Emulsifier	2.0%
Cetearyl alcohol	Emollient	2.0%
Pentylene glycol and benzoic acid / sodium benzoate	Preservative	2.0%
Hydroxyethylcellulose	Thickener	0.5%

Directions

- Add water to clean vessel and heat to 149°F (65°C) with mixing
- Add **VELASOFT NE 100** slowly while mixing
- Add cetearyl alcohol (and) dicetyl phosphate (and) ceteth-10 phosphate while mixing until melted
- Add cetearyl alcohol while mixing until melted
- Add preservative slowly while mixing
- Add hydroxyethylcellulose slowly while mixing



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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..... White emulsion

pH..... 5.5

Viscosity..... 3,000 cPs

Usage

Use daily as needed

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