



Everyday Shampoo for Asian Hair (CS-16)

SeraShine® SQ 41 can be incorporated into clear shampoos for superior conditioning which improves wet combing and detangling, leaving hair feeling and looking healthy. It is effective at low addition levels. **Vida-Care PQ-10** conditions and acts as a deposition agent. The purple colour of this shampoo will help to neutralise brassiness.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Deionised Water	To 100	-	Vehicle
Disodium EDTA	0.05	Disodium EDTA/Various	Chelating Agent
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
Polyquaternium-10	0.20	Vida-Care PQ-10/KCC Basildon	Conditioning/Deposition Agent
Sodium Laureth Sulfate	29.00	Steol CS-230 KE/Surfachem (Stepan)	Anionic Surfactant
Sodium Lauryl Sulfate	17.00	Stepanol WA-Extra-E/Surfachem (Stepan)	Anionic Surfactant
Cocamidopropyl Betaine	7.07	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Benzoate	0.30	Surfac Sodium Benzoate BP/Surfachem	Preservative
Silicone Quaternium-8	0.75	SeraSense® SQ 41/KCC Beauty	Conditioning Agent
Dimethiconol (and) Dodecylbenzenesulfonate (and) Laureth-23	2.00	SeraShine® EM 224C-E/KCC Beauty	Conditioning Agent
Hydrolysed Algin (and) Chlorella Vulgaris (and) Maris Aqua	0.50	Pheohydrane/Protec Ingredia (Codif)	Hydrating
Citric Acid	q.s.	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Parfum (Fragrance)	q.s.	-	Fragrance
Sodium Chloride	q.s.	Sodium Chloride PVD/British Salt	Viscosity Adjuster

Typical Properties

Appearance:	Clear, viscous liquid
Viscosity @ 25°C:	4000 - 7000cP (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	4.5 - 4.8

Method

Add the water to the vessel.

Premix the glycerin and Celquat. Add to the batch and stir until fully dispersed.

Add the rest of the ingredients in order, stirring well between additions.

Check pH and viscosity and adjust if necessary.

Basildon Chemical Co. Ltd, Kimber Road, Abingdon, Oxfordshire, OX14 1RZ, UK

KCC Corporation, 1301-4, Seocho-Dong, Seocho-Gu, 137-703, Seoul, Korea

☎ +44 (0)1235 526677 | ✉ info@kcc-beauty.com | 🌐 www.kcc-beauty.com

✉ webenquiries@baschem.co.uk | 🌐 www.kcc-basildon.com

Please note that the above formulation is only intended as a guide. It is not a commercial formulation and has not been tested as such. The formulation should be evaluated and modified for your own requirements before use. Also suggestions of uses should not be taken as inducements to infringe any particular patent.

Basildon Chemical Co. Ltd, Kimber Road, Abingdon, Oxfordshire, OX14 1RZ, UK
KCC Corporation, 1301-4, Seocho-Dong, Seocho-Gu, 137-703, Seoul, Korea
☎ +44 (0)1235 526677 | ✉ info@kcc-beauty.com | 🌐 www.kcc-beauty.com
✉ webenquiries@baschem.co.uk | 🌐 www.kcc-basildon.com