



Beard Soften & Style Cream (CC-18A)

Facial care for men does not stop at skin. With beards currently a popular trend, the male grooming category is expanding into products for facial haircare. Beard Soften & Style Cream has been created to not only soften facial hair but also to provide light styling. **SeraSense® SFMTM** allows for fast absorption of the product, whilst **SeraShine® EM 321-E** conditions and **SeraSol® SC 86A** softens the skin underneath.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Disodium EDTA	0.02	Edeta BD/BASF	Chelating Agent
Glycerin	3.00	Surfac G995V/Surfachem	Humectant
Sodium Benzoate	0.40	Surfac Sodium Benzoate BP/Surfachem	Preservative
Polyquaternium-37 (and) Hydrogenated Polydecene (and) Trideceth-6 (and) Aqua	5.00	VisCaress HPD/Croda	Cationic Thickener
Methyl Trimethicone	5.00	SeraSense® SFMTM/KCC Beauty	Fast Absorption, Conditioning
PEG-10 Dimethicone	0.50	SeraSol® SC 86A/KCC Beauty	Conditioning
Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride	2.86	SeraShine® EM 321-E/KCC Beauty	Conditioning
PVP/VA Copolymer (and) Aqua	1.00	Vida-Care CVA64W/KCC Basildon	Styling Agent
Betula Alba	0.50	Cosflor Birch Extract/A&E Connock	Anti-inflammatory
Parfum (Fragrance)	0.10	Fresh Care/Expressions Parfumées	Fragrance
Citric Acid	0.15	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster

Typical Properties

Appearance:	White, viscous cream
Viscosity @ 25°C:	15,000 - 20,000cP (Brookfield Helipath T Bar C, 10rpm)
pH @ 25°C:	4.4 - 4.9

Method

Add the water to the vessel. Stir in the EDTA and glycerin.
 Add the VisCaress, batch will thicken
 Add the remaining ingredients in order, stirring until homogenous.
 Check pH and viscosity.

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.