



Clear Shine Shampoo (CS-14)

SeraShine® EM 501C is a microemulsion which can be added to clear shampoos to add gloss and high conditioning. **Vida-Care PQ-10** conditions and acts as a deposition agent.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Dispersing Agent
Polyquaternium-10	0.20	Vida-Care PQ-10/KCC Basildon	Conditioning/Deposition Agent
Sodium Laureth Sulfate	25.00	Steol CS 230 KE/Surfachem (Stepan)	Anionic Surfactant
Sodium Lauryl Sulfate	15.00	Stepanol WA-Extra-E/Surfachem (Stepan)	Anionic Surfactant
Acrylates Copolymer	5.00	Carbopol Aqua SF-1/Surfachem (Lubrizol)	Suspending Agent
Cocamidopropyl Betaine	6.00	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Hydroxide	0.57	Sodium Hydroxide 32% Liquor/Univar	pH Adjuster
Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4	5.00	SeraShine® EM 501C/KCC Beauty	Conditioning Agent
Parfum (Fragrance)	0.50	Mango Blast Fragrance/Givaudan	Fragrance
Phenoxyethanol (and) Benzyl Alcohol (and) Potassium Sorbate (and) Aqua (and) Tocopheryl	1.00	Euxyl K700/Schülke	Preservative
Mica (and) CI 77891 (and) CI 77491 (and) Dimethicone	0.07	Colorona MP-24 Karat Gold/Azelis (Merck)	Aesthetics
Citric Acid	0.07	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Sodium Chloride	2.50	Sodium Chloride PVD/British Salt	Thickener

Typical Properties

Appearance:	Clear, viscous liquid with glitter
Viscosity @ 25°C:	4000 - 7000cP (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	5.5 - 6.5

Method

Add the water to the vessel and begin stirring.

Premix the glycerin and the Vida-Care PQ-10. Add to the batch and stir until dispersed.

Add the surfactants and Carbopol. Adjust the pH to 6.50 - 7.50 with NaOH after addition of the Carbopol.

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

Check pH and viscosity and adjust as necessary.

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.

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