



## Brightening Shampoo for Blonde Hair (CS-15)

**SeraShine® EM 501C** is a microemulsion of fine particle size which allows clear shampoos. Phenyl Trimethicone is deposited onto the hair to add gloss, whilst Silicone Quaternium-17 is substantive to damaged hair, giving conditioning where it is needed most. **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                                    |
|---|-------------|--|---|
| Aqua (Water)  | To 100      | -  | Vehicle                                     |
| Glycerin  | 1.00        | Surfac G995V/Surfachem                       | Dispersing Agent                            |
| <b>Polyquaternium-10</b>  | <b>0.20</b> | <b>Vida-Care PQ-10/KCC Basildon</b>          | <b>Conditioning/Silicone Deposition Aid</b> |
| Sodium Laureth Sulfate (and) Aqua   | 25.00       | Steol CS 230 KE/Surfachem (Stepan)           | Anionic Surfactant                          |
| Sodium Lauryl Sulfate (and) Aqua  | 15.00       | Stepanol WA-Extra-E/Surfachem (Stepan)       | Anionic Surfactant                          |
| Acrylates Copolymer (and) Aqua  | 5.00        | Carbopol Aqua SF-1/Surfachem (Lubrizol)      | Suspending Agent                            |
| Cocamidopropyl Betaine (and) Aqua   | 6.00        | Surfac B4/Surfachem                          | Amphoteric Surfactant                       |
| Sodium Hydroxide (and) Aqua   | 0.57        | Sodium Hydroxide 32% Liquor/Univar           | pH Adjuster                                 |
| <b>Phenyl Trimethicone (and) Silicone Quaternium-17 (and) Laureth-4</b>                 | <b>5.00</b> | <b>SeraShine® EM501C/KCC Beauty</b>          | <b>Conditioning Agent</b>                   |
| PEG-60 Hydrogenated Castor Oil  | 0.50        | HCO-60/Nikko                                 | Solubiliser                                 |
| Parfum (Fragrance)  | 0.50        | So Shiny/Expressions Parfumées               | Fragrance                                   |
| Phenoxyethanol (and) Benzyl Alcohol (and) Potassium Sorbate (and) Aqua (and) Tocopheryl | 1.00        | Euxyl K700/Schülke                           | Preservative                                |
| Mica (and) CI 77891 (and) Disodium Stearoyl Glutamate                                   | 0.02        | Soft Veil Silver/Miyoshi                     | Aesthetics                                  |
| CI 60730  | <i>q.s.</i> | SunCHROMA D&C Violet 2/Azelis (Sun Chemical) | 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:       | Purple, viscous liquid with shimmer        |
| 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.

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](mailto:info@kcc-beauty.com) | 🌐 [www.kcc-beauty.com](http://www.kcc-beauty.com)

✉ [webenquiries@baschem.co.uk](mailto:webenquiries@baschem.co.uk) | 🌐 [www.kcc-basildon.com](http://www.kcc-basildon.com)