



## Argan Oil Shampoo with SeraShine® EM 801 (PS-11)

**SeraShine® EM 801** is a natural oil emulsion containing 52% argan oil which imparts natural conditioning to dry, damaged hair, leaving noticeably smoother and softer locks after just one wash. Already emulsified, this is an easy way to add natural oils to aqueous formulations without needing to solubilise, and with reduced stability issues. **Vida-Care PQ-10** adds light conditioning and aids deposition.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	0.25	Surfac G995V/Surfachem	Humectant
<b>Polyquaternium-10</b>	<b>0.25</b>	<b>Vida-Care PQ-10/KCC Basildon</b>	<b>Conditioning/Deposition Agent</b>
Sodium Laureth Sulfate	33.68	Steol CS-230 KE/Surfachem (Stepan)	Anionic Surfactant
Acrylates Copolymer	4.00	Carbopol Aqua SF-1/Surfachem (Lubrizol)	Suspending Agent
Sodium Hydroxide	0.40	Sodium Hydroxide Liquor 32%/Univar	pH Adjuster
Cocamidopropyl Betaine	8.57	Surfac B4/Surfachem	Amphoteric Surfactant
Glycol Distearate (and) Laureth-4 (and) Cocamidopropyl Betaine	3.00	Tego Pearl N300/Surfachem (Evonik)	Pearliser
<b>Argania Spinosa (Argan) Kernel Oil (and) C12-14 Pareth-5 (and) C12-14 Pareth-9</b>	<b>3.85</b>	<b>SeraShine® EM 801/KCC Beauty</b>	<b>Conditioning Agent</b>
Parfum (Fragrance)	0.70	Green Beauty/Expressions Parfumées	Fragrance
Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid (and) Ethylhexylglycerin	1.00	Euxyl K701/Schülke	Preservative
Colourant	q.s.	-	Aesthetics
Sodium Chloride	q.s.	Sodium Chloride PDV/British Salt	Thickener

### Typical Properties

Appearance:	Pale orange, pearlised, viscous liquid
Viscosity @ 25°C:	9000 - 11000cPs (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	5.5 - 6.0

**Method**

Add the water to the vessel.

Premix the glycerin and Vida-Care PQ-10, add to the water and stir until clear.

Add the SLES. Stir until homogenous and add the acrylates copolymer. Adjust to pH 6.50 - 7.50 using sodium hydroxide.

Add the rest of the ingredients in order.

Adjust viscosity and pH to spec.

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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