



Pearlescent Conditioning Shampoo (PS-7)

SeraShine® EM 321-E provides all-round conditioning benefits such as detangling, softness and smoothness in this pearlized shampoo. **Vida-Care PQ-10** provides light conditioning and acts as a deposition aid.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Water	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
Polyquaternium-10	0.20	Vida-Care PQ-10/KCC Basildon	Conditioning/Deposition Agent
Sodium Laureth Sulfate	25.00	Steol CS-230 KE/Surfachem	Anionic Surfactant
Sodium Lauryl Sulfate	15.00	Stepanol WA-Extra-E/Surfachem	Anionic Surfactant
Acrylates Copolymer	4.00	Carbopol Aqua SF-1/Surfachem	Suspending Agent
Sodium Hydroxide	0.325	Sodium Hydroxide Liquor 32%/Univar	pH Adjuster
Cocamidopropyl Betaine	6.00	Surfac B4/Surfachem	Amphoteric Surfactant
Sodium Benzoate	0.30	Surfac Sodium Benzoate BP/Surfachem	Preservative
Glycol Distearate (and) Laureth-4 (and) Cocamidopropyl Betaine	3.00	Tego Pearl N300/Surfachem	Pearliser
Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride	3.00	SeraShine® EM 321-E/KCC Beauty	Conditioning Agent
Parfum	q.s.	-	Fragrance
Citric Acid	0.55	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Sodium Chloride	q.s.	Salt Pure Vacuum Dried/British Salt	Thickener

Typical Properties

Appearance:	Pearly, viscous liquid
Viscosity @ 25°C:	7000 - 10000cPs (Brookfield RVT, Sp3, 10rpm)
pH @ 25°C:	4.5 - 4.9

Method

Add the water to the vessel.

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

Add the sodium laureth sulphate, sodium lauryl sulphate and 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.

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.

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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