



## Moisturising Hair and Scalp Treatment (ST-3)

Caring for the scalp is just as important as caring for the hair in South Korea, and in European markets we are starting to see skincare trends mirrored in haircare products. This rich rinse-off treatment is designed to be massaged into the hair and scalp with a deep conditioning effect from **SeraShine® EM121**, which smooths and repairs damage and contains less than 0.1% D4 and D5. **Vida-Care HEC** thickens and stabilises the formula, but also exhibits some shear thinning which aids spreadability during application.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
Aqua (Water)	To 100	-	Vehicle
Glycerin	1.00	Surfac G995V/Surfachem	Humectant
<b>Hydroxyethylcellulose</b>	<b>1.50</b>	<b>Vida-Care HEC/KCC Basildon</b>	<b>Thickener</b>
Citric Acid	0.40	Surfac Citric Acid Mono BP/Surfachem	pH Adjuster
Cetearyl Alcohol	6.00	Crodacol CS90/Croda	Bodifying Fat
Behentrimonium Methosulfate (and) Quaternium-87 (and) Cetearyl Alcohol	2.00	Crodazosoft MCC/Croda	Conditioning Fat
Cetyl Stearate (and) Isostearyl Isostearate (and) Cetyl Alcohol (and) Potassium Cetyl Phosphate (and) Stearic Acid	1.00	DuraQuench IQ SA/Croda	Scalp Moisturising
Defenscalp	0.50	Water (and) Epilobium Angustifolium Flower/Leaf/Stem Extract/Infinity Ingredients (IFF Lucas Meyer)	Scalp Soothing
<b>Dimethicone (and) C12-14 sec-Pareth-5 (and) C12-14 sec-Pareth-9</b>	<b>5.00</b>	<b>SeraShine® EM121/KCC Beauty</b>	<b>Conditioning Agent</b>
Parfum (Fragrance)	0.50	Fresh Locks Fragrance/AFF Ltd	Fragrance
Hydrolysed Keratin (and) Aqua	0.20	Crotein Cashmere PE/Croda	Conditioning Agent
Phenoxyethanol (and) Benzyl Alcohol (and) Potassium Sorbate (and) Aqua (and) Tocopherol	1.00	Euxyl K700/Schülke	Preservative

### Typical Properties

Appearance:	Viscous, white emulsion
Viscosity @ 25°C:	10,000 - 20,000cP (Brookfield Helipath, T bar C, 10rpm)
pH @ 25°C:	3.5 - 4.5

## Method

Add the water to the vessel. Begin heating to 85°C.

Premix the glycerin with the HEC and add to the water. The product will thicken once fully dispersed.

Add the citric acid, stir until homogenous.

Add the fats, once at 85°C, ensure the fats have melted and transfer the batch to the homogeniser.

Homogenise at 3000rpm for 3 - 5 mins, until white and smooth.

Allow to cool to below 40°C with gentle stirring before adding the remaining ingredients in order, stirring well between additions.

Check pH and adjust as required.

**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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