

## Guide Formulation

### Personal Care

# Watery Hair Essence (HJ\_11)

This water-based hair serum moisturises by penetrating the damaged hair. **SeraSense® GB 24** can protect the hair from further breakage by coating the hair surface. **SeraSense® SA 30** adheres to damaged hair.

Raw Material/INCI Name	% w/w	Trade name/Supplier	Function
<b>Phase A</b>			
Aqua (Water)	To 100	-	Vehicle
Xanthan Gum	0.20	Various	Viscosity Increasing Agent
Panthenol	0.10	Various	Conditioning Agent
Propylene Glycol	4.00	Various	Humectant
Glycerin	2.00	Various	Humectant
Disodium EDTA	0.02	Various	Chelating Agent
<b>Phase B</b>			
Aqua (Water)	5.00	-	Vehicle
Citric Acid	0.01	Various	pH Adjuster
<b>Phase C</b>			
<b>Cyclopentasiloxane (and) Dimethicone</b>	<b>3.00</b>	<b>SeraSense® GB 34/KCC Beauty</b>	<b>Moisturising</b>
<b>Dimethicone</b>	<b>2.00</b>	<b>SeraSense® SF 6/KCC Beauty</b>	<b>Moisturising</b>
<b>Amodimethicone</b>	<b>1.00</b>	<b>SeraSense® SA 30/KCC Beauty</b>	<b>Repairs Damaged Hair</b>
<b>Phase D</b>			
Alcohol	8.00	Various	Fast Absorption
<b>PEG-11 Methyl Ether Dimethicone</b>	<b>1.00</b>	<b>SeraSol® SC 85/KCC Beauty</b>	<b>Si/W Emulsifier</b>
Phenoxyethanol	0.40	Various	Preservative
Parfum (Fragrance)	q.s.	-	Fragrance
<b>Phase E</b>			
Ammonium Acryloyldimethyltaurate/VP Copolymer	0.80	Aristoflex AVC/Clariant	Viscosity Increasing Agent
<b>Typical Properties</b>			
Appearance:	Low viscosity emulsion		
Viscosity @ 25°C:	28000 - 38000cP (Brookfield Helipath, T Bar C, 10rpm)		
pH @ 25°C:	5.5 - 7.7		

**Method**

Mix the ingredients of Phase A at 70–80°C until homogenous. Cool to below 30°C.

Add Phase B to A and mix until homogenous.

Add Phases C, D and E to the batch and stir until homogenous.

Check the viscosity and pH; adjust if necessary.



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**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.**