

## BRAIDS LIQUID SHAMPOO

CODE: CASH031A23

**Description:** Easy-to-spread liquid shampoo designed for textured hair. It works by carrying out effective cleansing with a detoxifying action, removing impurities and improving the health of the scalp, thanks to the presence of **Polluout® Detox**.

**How to use:** With damp hair, apply directly to the scalp, as per routine. Rinse thoroughly and continue with your conditioning and finishing routine.

Phase	Composition	INCI	g (w/w)	Function
A	Deionized Water	Aqua	62.40	Solvent
	Disodium EDTA	Disodium EDTA	0.05	Chelating
	Glycerin	Glycerin	2.00	Humectant
	Aloe Vera Dry Extract	Aloe Barbadensis Extract	1.00	Active ingredient
	Bio-Terge AS-90 Beads	Sodium C14-16 Olefin Sulfonate	12.00	Surfactant
	Cocamidopropyl Betaine	Cocamidopropyl Betaine	8.00	Surfactant
B	Deionized Water	Aqua	10.00	Solvent
	Stearamidopropyl Dimethylamine	Stearamidopropyl Dimethylamine	0.50	Hair conditioning
	Lactic Acid	Lactic Acid	0.35	Buffering
C	<b>Polluout® Detox</b>	<b>Sodium Polyitaconate (and) Sodium Citrate (and) Sapindus Mukorossi Fruit Extract</b>	<b>2.00</b>	<b>Active Ingredient</b>
D	<b>Hebeatol® Plus</b>	<b>Xylityl Sesquicaprylate</b>	<b>0.50</b>	<b>Antimicrobial</b>
	Fragrance	Parfum	0.10	Parfum
	<b>Sensactive APG-LG</b>	<b>Lauryl Glucoside</b>	<b>1.00</b>	<b>Surfactant</b>
E	Sodium Chloride	Sodium Chloride	0.10	Thickener

**Process:**

- Add the ingredients from Phase A, one by one.
- Pre-prepare Phase B and add.
- Add the ingredients from Phase C, one at a time.
- Pre-prepare Phase D and add.
- Add the ingredient from Phase E.

**Physicochemical Characteristics**

Appearance	pH	Viscosity
Yellowish Slightly Viscous Shampoo	5,5 - 6,5	-

**Chemunion Ingredients****Polluout® Detox**

Hair cosmetic active with detox action, capable of restoring and prolonging the health and well-being of hair from root to tip. With a synergistic association of polydentate polymeric chelating agent, sodium polyitaconate, chelating agent derived from alpha-hydroxy acid, sodium citrate and biosurfactant extracted from the fruit of sapindus mukorossi. Polluout® Detox assists in the removal of harmful particles and interferences to the hair and scalp, such as: calcium, magnesium, copper and other pollutants, improving the shine, combability and effectiveness of treatments, protecting the skin's DNA and revitalizing the hair from the beginning.

**Sensactive APG-LG**

Acts as an anionic surfactant. It allows the preparation of transparent liquid formulations with high viscosity. It offers very rich, dense and abundant foam. Sensactive APG-LG is suitable for use in shampoos, gels, liquid-soaps, cleansing foams and wet wipes.

**Hebeatol® Plus**

Functional ester of xylitol with antimicrobial property. Helps to reduce or eliminate controversial preservatives. Offers restoration properties of skin. Compatible with polymeric systems. Ideal for hair and skin care formulas.

The information contained herein is based on data that we believe to be reliable.

We recommend that any application be extensively tested so that you can independently conclude about the satisfactory performance of our products before using them commercially. Suggestions for use should not be construed as inducing the infringement of any particular patent.