

Stepan 
Personal Care

STEPANQUAT[®]
Helia

Better, Naturally



Patent Pending

STEPANQUAT Helia — Better, Naturally

Disunfloweroylethyl Dimonium Chloride (and) Sunflower Seed Oil Glycerides (and) Lauryl Lactyl Lactate

a modern hair conditioning agent that is better for your hair *and* the environment



*a better story for the **consumer***

Best-in-class performance with no build up

A safer conditioning agent:

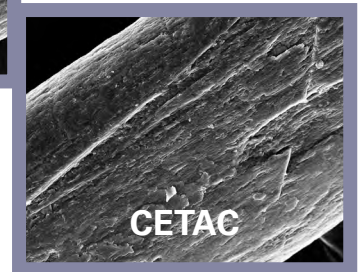
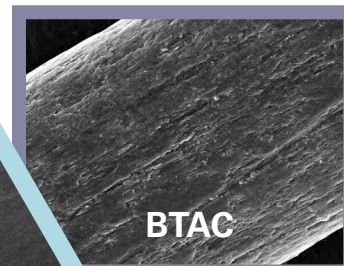
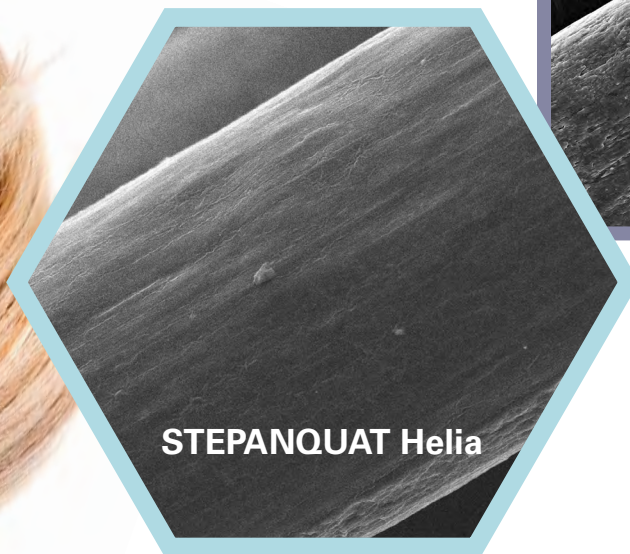
Non-irritating
Hypoallergenic
Mild

Free from:

Sulfates
Silicones
Preservatives

Glycols
Animal products
Drying alcohols

STEPANQUAT Helia smooths each individual hair strand, unlike traditional conditioners, for super-soft, manageable hair.



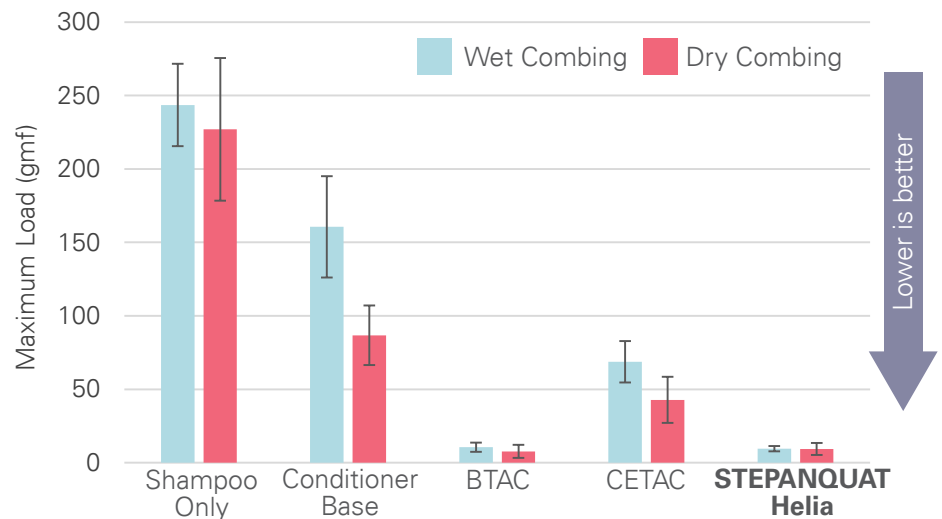
BTAC = Behentrimonium chloride
CETAC = Cetrimonium chloride
Scanning Electron Microscopy images of Caucasian, slightly-bleached hair tresses treated with a 2% active conditioner at 1,000x magnification.

STEPANQUAT Helia conditions hair as well as or better than market-leading conditioning agents.

STEPANQUAT Helia allows for easy combing on both wet and dry hair.

Hair Conditioner Formula:

Ingredient	% by weight
Deionized Water	q.s. to 100.00
Hydroxyethylcellulose	0.70
Conditioning Active	2% active
Cetyl Alcohol	2.00
Potassium Chloride	0.50



Dia-Stron testing on Caucasian, slightly-bleached hair tresses.

Lower is better



a better story for the **environment**

STEPANQUAT Helia is made from non-GMO sunflower oil, a renewable and sustainable feedstock native to North America

Better ecotoxicity profile than BTAC and CETAC

Readily biodegradable



Naturally-derived
88% bio-based

High active
Lower transportation emissions

No manufacturing waste streams



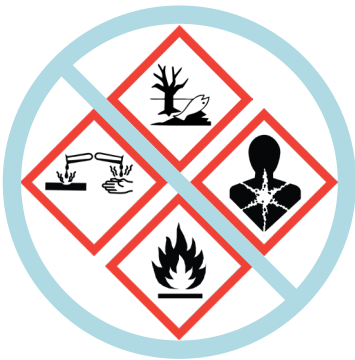
a better story for the **formulator**

Easy-to-use, high-active ingredient

No regulatory use level restrictions

No solids handling

Alcohol free
Glycol free
Silicone free



No GHS hazard labels

Non-flammable
No special storage or handling requirements

Versatile for use in multiple formats

For rinse-off and leave-on formulations



Typical Properties

STEPANQUAT Helia

INCI Name	Disunfloweroylethyl Dimonium Chloride (and) Sunflower Seed Oil Glycerides (and) Lauryl Lactyl Lactate
Form at 25°C	Yellow Flowable Liquid
Actives	95%
Preservative	None

Formulation Inspiration

Overnight Hair Treatment Spray with Avocado Oil

Formulation No. 1301

Wake up with soft, hydrated hair so that you can style and go! Simply spray this Overnight Hair Treatment onto damp or dry hair and work through with your hands. This treatment, powered by naturally-derived STEPANQUAT Helia and patent-pending technology, works while you sleep to hydrate and condition dry, damaged hair.

Ingredient	% by weight
Deionized Water	q.s. to 100.00
Hydroxyethylcellulose	0.20
Glycerin	0.30
STEPANQUAT Helia	2.50
Avocado Oil	0.25
Panthenol	0.40
Fragrance, Preservative, Citric Acid	q.s.

Visit go.stepan.com/Helia to find additional formulations featuring STEPANQUAT Helia including:

Daily Smoothing Conditioner

Formulation No. 1297

Rich Conditioning Hair Mask

Formulation No. 1298

For further information, visit www.stepan.com/personalcare or contact North America Technical Service at techserv@stepan.com or (800) 745-7837.

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"% Bio-based" references the Biorenewable Carbon Index (BCI) of the material. BCI is the number of biorenewable carbons (derived from plant, animal or marine based sources) divided by the number of total carbons in the idealized molecule.

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March 2019