

Traditional Shampoo

Ingredient Guide

Function	Ingredient Type	Recommended Products
Cleans dirt and oil from the hair.	Primary Anionic Surfactant	Natural: STEPANOL® WA-EXTRA HP Mild: STEOL® CS-230 PCK PLUS Milder: STEOL CS-370 ULTRA Cost-Effective: STEOL OS-370 PLUS, STEOL OS-370 ULTRA
Improves foam generation and stabilization. Improves viscosity building profile.	Secondary Amphoteric Surfactant	Better Viscosity Build: AMPHOSOL® HCA-HP Better Skin Feel: AMPHOSOL HCG-HP Higher Active: AMPHOSOL CG-50
Helps in the removal of grease and oil. Improves viscosity building and foam generation/stabilization.	Secondary Nonionic Surfactant	Best Performance: NINOL® CAA Cost-Effective: NINOL COMF-N
Helps to build viscosity in formulas that may or may not be difficult to thicken.	Thickener	Best Performance: NINOL CAA Mildest: AMPHOSOL CDB-HP Natural: STEPAN-MILD® GCC
Helps to incorporate water-insoluble ingredients into a clear formula.	Solubilizer	Multi-functional: NINOL CAA Cost-Effective: STEPANTEX® CO-40
Provides a softness to the hair. Helps to improve wet and dry combability.	Conditioning Agent	Natural Silicone Alternative: STEPAN-MILD L3 Natural: STEPAN-MILD GCC Cost-Effective: STEPANQUAT® ML Clear Liquid: AMMONYX® CETAC-30
Gives the final formula a pearlized and/or opaque, milky, lotion-like appearance.	Pearlizing/Opacifying Agent	Simple Pearl Blend: STEPAN® PEARL 2 Formulated Pearl Blend: STEPAN PEARL 4
Other Ingredients		
Helps control water hardness and decrease mineral build-up in the hair.	Chelant	Tetrasodium Glutamate Diacetate, Sodium Citrate, Tetrasodium EDTA (Ethylenediaminetetraacetic acid)
Can provide improvement with hair strength, manageability and overall hair health.	Vitamins	Panthenol (vitamin B5), tocopheryl acetate (vitamin E), ascorbic acid
Can provide improvement in conditioning, shine, combability, and strength. Can also reduce static/frizz.	Protein and Amino Acid Derivatives	Hydrolyzed wheat protein, quaternized proteins, amino acids
Helps prevent the growth of microbes and bacteria in the final formula.	Preservative	Benzoic acid, phenoxyethanol, methylchloroisothiazolinone, methylisothiazolinone
Dyes, fragrances, and other components meant to enhance the visual appeal and experience of the final formula.	Aesthetics	FD&C colorants, various fragrances, botanical and herbal extracts

Stepan Trade Name	INCI Name	Form	Actives, %	% Bio-based
AMMONYX CETAC-30	Cetrimonium Chloride	Liquid	30	0
AMPHOSOL CDB-HP	Cetyl Betaine	Liquid	30	78
AMPHOSOL CG-50	Cocamidopropyl Betaine	Liquid	37	64
AMPHOSOL HCA-HP	Cocamidopropyl Betaine	Liquid	30	64
AMPHOSOL HCG-HP	Cocamidopropyl Betaine	Liquid	30	64
NINOL CAA	Dimethyl Lauramide/Myristamide	Liquid	100	86
NINOL COMF-N	Cocamide MEA	Flake	100	86
STEOL CS-230 PCK PLUS	Sodium Laureth Sulfate	Liquid	27.5	75
STEOL CS-370 ULTRA	Sodium Laureth Sulfate	Paste	70	67
STEOL OS-370 PLUS	Sodium Laureth Sulfate	Paste	70	0
STEOL OS-370 ULTRA	Sodium Laureth Sulfate	Paste	70	0
STEPAN PEARL 2	Sodium Laureth Sulfate (and) Glycol Stearate	Cream	34% solids	68
STEPAN PEARL 4	Sodium Laureth Sulfate (and) Ethylene Glycol Distearate (and) Cocamide MEA	Cream	47% solids	66
STEPAN-MILD GCC	Glyceryl Caprylate/Caprates	Paste	100	100
STEPAN-MILD L3	Lauryl Lactyl Lactate	Liquid	100	100
STEPANOL WA-EXTRA HP	Sodium Lauryl Sulfate	Liquid	30	100
STEPANQUAT ML	Polyquaternium-82	Liquid	95	69
STEPANTEX CO-40	PEG-40 Castor Oil	Liquid	100	42

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