

# Formulation

|                      |  |  |
|----------------------|--|--|
| Name                 | <b>HAIR THERAPY SHAMPOO</b>  |  |
| No.                  | 1411   |  |
| Description          | A sulfate-free conditioning 2-in-1 shampoo formulation. This is a high mildness formulation with sulfate-free chassis, containing STEPAN-MILD® L3-G/MB as a hair conditioning agent  |  |
| Formulation          | <b>INGREDIENTS:</b>  | <b><u>% by Weight</u>   <u>Functionality</u></b>   |
|                      | === Phase 1 ===<br>Deionized Water   | 50.80 Carrier  |
|                      | === Phase 2 ===<br>ALPHA-STEP® PC-48   | 27.00 Primary Surfactant   |
|                      | === Phase 3 ===<br>AMPHOSOL® CDB-HP-E<br>Citric Acid   | 16.00 Secondary Surfactant<br>0.20 pH Adjuster   |
|                      | === Phase 4 ===<br>STEPAN-MILD® L3-G/MB<br>Merquat™ 550PR Polymer (The Lubrizol Corporation)*<br>Panthenol, 50% Solution<br>Euxyl® K 712 (Schülke & Mayr)**<br>Red and Yellow Dye<br>Soin intense 20 (Givaudan)  | 0.50 Conditioning Agent<br>2.20 Conditioning Agent<br>2.25 Additive<br>0.80 Preservative<br>q.s. Dye<br>0.25 Fragrance |
|                      | <b>Total</b>   | <b>100.00</b>  |
| Procedure            | <ol style="list-style-type: none"> <li>Heat water at 50°C (122°F) then add ALPHA-STEP® PC-48.</li> <li>Add AMPHOSOL® CDB-HP-E and adjust pH to between 5.0 and 5.5 with Citric Acid.</li> <li>Add each of the ingredients in phase 4 under mixing, making sure the mixture is homogeneous before adding any following ingredient. STEPAN-MILD® L3-G/MB will take some time to be solubilized.</li> <li>Cool down and adjust pH with Citric Acid as needed.</li> </ol> <p>*Merquat™ 550PR Polymer supplied by The Lubrizol Corporation is Polyquaternium-7.<br/>**Euxyl® K 712 supplied by Schülke &amp; Mayr is Sodium Benzoate and Potassium Sorbate.</p> |  |
| Physical Properties  | Appearance, as is  | Clear gel  |
|                      | pH, as is  | 5.0 to 5.5   |
|                      | Viscosity at 20°C, cps (LV2/V30)   | 4,000  |
| Storage/Stability    | 4 weeks at 45°C  | Stable   |
|                      | 4 weeks at 20°C  | Stable   |
|                      | 4 weeks at 5°C   | Stable   |
| Instructions for Use | Apply shower gel to wet skin or sponge, lather and rinse.  |  |
| External Comment     |  |  |

Marketing Notes: INCI List: Aqua, Sodium Methyl 2-Sulfolaurate and Disodium 2-Sulfolaurate, Cetyl Betaine, Panthenol, Lauryl Lactyl Lactate, Fragrance, Sodium Benzoate, Polyquaternium-7, Citric Acid, Potassium Sorbate, Dye.

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For  
Additional  
Assistance

For applications or product handling assistance, call our Technical Service Department at 1-800-745-7837 (U.S.) or 011-334-76-505-100 (Europe).  
For ordering assistance, call our Account Service Department at 1-800-457-7673.

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