

Formulation

Name	"SUPER EASY-TO-MAKE" MILD, SULFATE-FREE SHAMPOO	
No.	1541	
Description	Don't overthink it! Diversify your portfolio with the "Super Easy-to-Make" sulfate-free and mild formulation inspiration series with STEPANBLEND® ASF, a sulfate-free concentrated surfactant blend with a mild profile. STEPANBLEND® ASF is suitable for wide range of cleansing products such as hand washes, shower gels or shampoos, and is designed for ease of use and cold processing. This concentrate provides excellent foaming and only requires dilution with water to the desired actives level, pH adjustment and the addition of fragrance and salt to adjust viscosity levels. This shampoo formulation uses STEPANBLEND® ASF.	
Formulation	INGREDIENTS:	<u>% by Weight</u> <u>Functionality</u>
	=== Phase 1 ===	
	Deionized Water	59.31 Carrier
	STEPANBLEND® ASF	39.44 Primary Surfactant
	=== Phase 2 ===	
	euxyl™ k 712 preservative (Schulke & Mayr)*	0.59 Preservative
	Fragrance - Orchidee Cream (IFF)	0.20 Fragrance
	Dye	q.s. Dye
	=== Phase 3 ===	
	Citric Acid	0.20 pH Adjuster
	STEPAN-MILD® L3-G/MB	0.26 Viscosity Builder, Skin Feel Enhancer
	Total	100.00
Procedure	<p>1. In a vessel, introduce Deionize Water with mixing. Add STEPANBLEND® ASF with mixing. Note: Cold water can be used however, warm water may speed the incorporation of STEPANBLEND® ASF.</p> <p>2. Add phase 2 ingredients in the order noted. Mix with the addition of each ingredient.</p> <p>3. Adjust pH to be between 5.0 and 5.5 with Citric Acid.</p> <p>4. Add STEPAN-MILD® L3-G/MB to yield the desired viscosity.</p> <p>Note: INCI name for euxyl™ k 712 preservative is supplied by Schulke & Mayr is Sodium Benzoate (and) Potassium Sorbate (and) Aqua (Water).</p>	
Physical Properties	Appearance	Transparent thin gel
	pH, as is	5.4
	Viscosity at 25°C (Brookfield LV2/V12), cps	13,200
Storage/Stability	4 weeks at 5°C	Stable
	4 weeks at 20°C	Stable
	4 weeks at 45°C	Stable
Instructions for Use	Apply a small amount of shampoo to wet hair and lather. Rinse hair with water.	
External		

Comment | Marketing Notes: INCI List - Aqua, Coco Betaine, Sodium C14-16 Olefin Sulfonate, Decyl Glucoside, Citric Acid, Dimethyl Lauramide Myristamide, Sodium Benzoate, Potassium Sorbate, Lauryl Lactyl Lactate, Fragrance, Dye.

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