

## GELTRAP MOISTURIZING HAIR CREAM



- **Packaging:** Jar
- **Appearance:** White Cream
- **GELTRAP™** patented technology creates a fantasy formula with an extremely smooth texture.
- **EASYNOV™** allows for a cold process emulsion.
- **AQUAXYL™** seals in moisture for longer, stronger hair!
- **Coconut oil** provides nutrition and conditioning for hair.

**Usage:** leave-on product after shampoo



AS40028-1208

### Formula

A	<b>EASYNOV™</b> Coconut oil Tetradibutyl pentaerithrityl hydroxyhydrocinamate Dimethicone/Cyclopentasiloxane Fragrance <b>SEPICIDE™ HB</b>	<b>2.00%</b> 8.00% 0.05% 1.00 % 0.40% <b>1.00%</b>
	B	D.I. Water Glycerine EDTA-Na2 <b>SEPIPLUS™ 400</b>
C	<b>AQUAXYL™</b> D panthenol Tocopherol Polyester-11	<b>2.00%</b> 0.5% 0.05% 0.20%

### Procedure

**Lab trial – 250g**

Prepare part B until it is homogenous with deflocculator. Add phase A onto phase B, stir the emulsion with anchor 75rpm for 1min, and then increase to 400rpm for 9mins. Introduce part C one by one and stir at 300rpm for another 10mins.

### Characteristics

• Appearance	White cream
• Type	W/O
• Viscosity 1M at RT	51,000 mPa.s BROOKFIELD LV64 6rpm
• Viscosity after 1M at 45°C	25800 mPa.s BROOKFIELD LV64 6rpm
• Viscosity recovery at RT (after 1M at 45°C)	24500 mPa.s BROOKFIELD LV64 6rpm
• Stability	M3 Stable at RT / 45° C/-18°C Stable after 1 month of freeze/thaw -5/40°C

## Raw materials from SEPPIC

### EASYNOV™

**Octyldodecanol and Octyldodecanol Xyloside and PEG30-Dipolyhydroxystearate**

EASYNOV™ is a liquid lipophilic emulsifier. Thanks to its liquid form, the emulsions can be prepared by a cold process.

### SEPIPLUS™ 400

**Polyacrylate-13 and Polyisobutene and Polysorbate 20 – SEPPIC**

A New generation of « Hydro Swelling Droplet » polymers, for improved performance. SEPIPLUS™ 400 is designed to give an improved electrolyte resistance profile. Compatible with a wide range of actives over a wide pH range (pH 3 to 11). A thickening and emulsifying agent in a liquid form, ready to use (no predispersion or neutralization).

### AQUAXYL™

**Xylitylglucoside and Anhydroxylitol and Xylitol**

Thanks to a harmonization of moisture flow, AQUAXYL™ moisturizes and strengthens the hair: maintains moisture deep in the hair, protects the integrity of hair fibers. Moreover, it improves the foam quality and reduces irritation induced by LESNa.

### SEPICIDE™ HB

**Phenoxyethanol/methylparaben/ethylparaben/propylparaben/butylparaben Preservative.**

## Other raw materials...

- Coconut oil: Coconut oil (Parachute)
- Tetradibutyl pentaerithrityl hydroxyhydrocinamate: Grand 60 (ADEKA)
- Dimethicone/Cyclopentasiloxane: KF9014 (Shin Estu)
- Polyester-11: Kerazyn (Inolex)
- D panthenol: D panthenol (Dow)
- Tocopherol: Tocopherol (DSM)
- Fragrance: lemon oil (Firmenich)

Cost: 2.42€/kg ex VAT