



# Formulation

No. 1055

## Clean & Simple Shampoo

### DESCRIPTION

This shampoo is designed with safe, mild ingredients featuring plant-based **Suga®Citrate L1C**, **Cola®Teric CBS**, **Cola®Mate LA-40**, and **Poly Suga®Quat S1210P** to create a gentle, sulfate-free, silicone-free shampoo that effectively washes away dirt and oils. Your hair is left feeling healthy and light without any build-up, greatly for daily use or when your hair is in need of a “cleanse.”

### FORMULATION

Order	INCI Name	Trade Name	%	Function
1	Water	Water	qs to 100.00	Carrier
2	Polyquaternium-10	UCARE™ Polymer JR-30M <sup>1</sup>	0.20	Conditioning
3	Cocamidopropyl Hydroxysultaine	<b>Cola®Teric CBS</b>	7.00	Viscosity build
4	Disodium Laurylglucosides Hydroxypropyl Citrate	<b>Suga®Citrate L1C</b>	13.00	Ultra-mild primary surfactant
5	Disodium Lauryl Sulfosuccinate	<b>Cola®Mate LA-40</b>	12.00	Foam boosting co-surfactant
6	Polyquaternium-81	<b>Poly Suga®Quat S1210P</b>	2.00	Conditioning, increases deposition of PQ-10
7	Fragrance	Fragrance <sup>2</sup>	0.30	Fragrance
8	Benzyl Alcohol and Ethylhexylglycerin and Tocopherol	Euxyl® K 900 <sup>3</sup>	0.70	Preservative

### PROCEDURE

1. Combine ingredients 1 – 2 and mix until completely hydrated.
2. Add ingredients 3 – 4 in order and begin heating to 45 – 50°C.
3. Once at temperature, add ingredient 5 and mix until completely dissolved.
4. Add ingredients 6 – 8 while beginning to cool and continue mixing until clear.
5. If necessary, adjust to pH 5.0 – 5.5 with citric acid (viscosity is pH dependent, increasing at lower pH).

### TYPICAL PROPERTIES

Appearance	Clear, Viscous Liquid
pH	5.0 – 5.5
Viscosity	5,000 – 10,000 cP
Surfactant Solids	13.6 – 14.5%

### SUPPLIERS

<sup>1</sup>Dow, <sup>2</sup>Orchidia Fragrances, <sup>3</sup>Schülke & Mayr

### INGREDIENTS

Water, Disodium Laurylglucosides Hydroxypropyl Citrate, Disodium Lauryl Sulfosuccinate, Cocamidopropyl Hydroxysultaine, Polyquaternium-81, Benzyl Alcohol, Ethylhexylglycerin, Tocopherol, Fragrance, Polyquaternium-10

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