

root to tip solutions

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hair care product guide



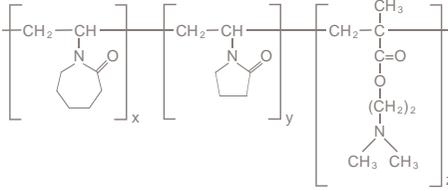
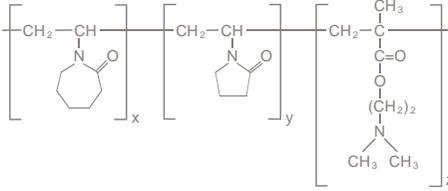
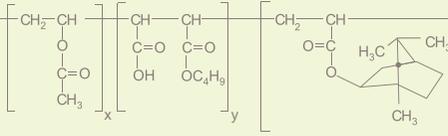
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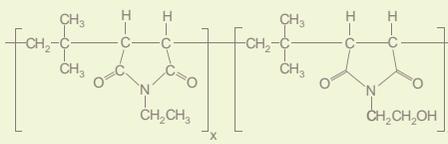
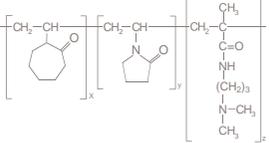
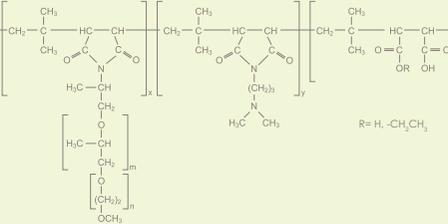
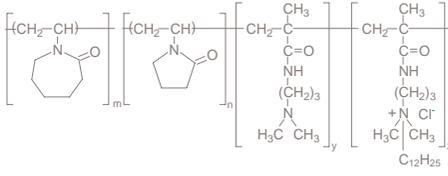
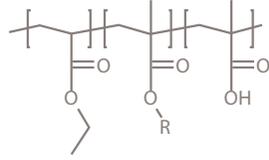
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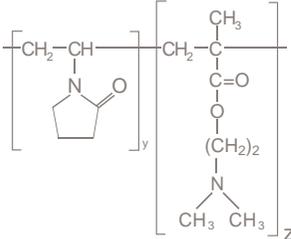
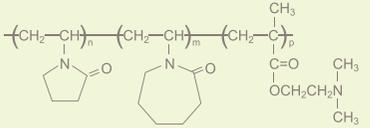
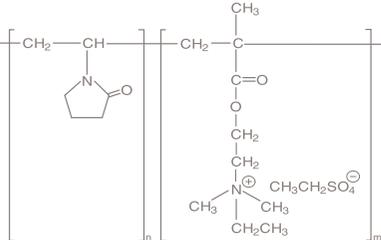


fixatives styling polymers

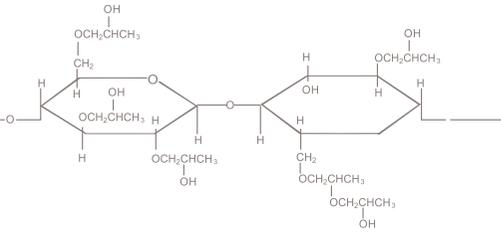
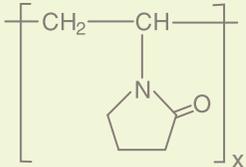
trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
advantage™ LC-A polymer	Vinyl Caprolactam/VP/ Dimethylaminoethyl Methacrylate Copolymer	37% solids in ethanol		<ul style="list-style-type: none"> strong, durable hold stiff feel with good flexibility superior high humidity curl retention at low solids level excellent shine high propellant tolerance no neutralization required 	<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays 	0.5–4.0% solids
advantage™ LC-E polymer (available in EU only)	Vinyl Caprolactam/VP/ Dimethylaminoethyl Methacrylate Copolymer (and) Lauryl Pyrrolidone					
advantage™ S polymer	Vinyl Caprolactam/VP/ Dimethylaminoethyl Methacrylate Copolymer	powder		<ul style="list-style-type: none"> strong, durable hold stiff feel with good flexibility excellent high humidity curl retention at low solids level excellent shine high propellant tolerance, formulates into both high and low VOC products no neutralization required enables alcohol-free claims 	<ul style="list-style-type: none"> gels mousses hairsprays pomades, waxes, pastes 	0.5–4.0% solids
advantage™ S solution polymer		30% aqueous solution				
advantage™ plus polymer	VA/Butyl Maleate/ Isobornyl Acrylate Copolymer	clear pale yellow solution		<ul style="list-style-type: none"> medium hold excellent high humidity curl retention good spray aesthetics with fast dry time 	<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays 	0.5–5.0% solids

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
aquaflex™ FX-64 polymer	Isobutylene/ Ethylmaleimide/ Hydroxyethyl- maleimide Copolymer	40% solids in hydro- alcoholic solution		<ul style="list-style-type: none"> provides superior "stiff" hold good curl memory excellent high humidity curl retention shine manageability no neutralization required 	<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays mousses styling creams/lotions pomades, waxes, pastes 	aerosol sprays: 0.25–5% solids non-aerosol sprays: 0.25–7% solids
aquaflex™ SF-40 polymer	VP/Vinyl Caprolactam/ DMAPA Acrylates Copolymer	40% solids in ethanol		<ul style="list-style-type: none"> can be formulated at all VOC levels good sprayability excellent high humidity curl retention low-tack high propellant compatibility 	<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays 	aerosol sprays: 1.0–5.0% solids non-aerosol sprays: 0.5–5.0% solids
aquaflex™ XL-30 polymer	Polyimide-1	30% aqueous solution		<ul style="list-style-type: none"> volume, root boost synergistic high humidity curl retention when used with typical thickeners flexibility gives style memory durable hold dry films on hair are smooth 	<ul style="list-style-type: none"> gels spray gels spray mousses pomades, waxes, pastes shampoos conditioners hair treatments 	0.25–4.0% solids
aquastyle™ 300 N polymer ⁽¹⁾	Polyquaternium-69	30% solids in hydroalcoholic solution		<ul style="list-style-type: none"> long-lasting hold stiff, strong hold with mechanical durability excellent high humidity curl retention enhances shine reduction of frizz aquaStyle™ 300 AF support alcohol-free claims, meets low-VOC requirements synergistic thickening with hydrophobically modified gellants forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl™ 980/940 Carbomer, RapiThix™ A-60) 	<ul style="list-style-type: none"> gels mousses styling creams/lotions pomades, waxes, pastes styling sprays (non-aerosol) 	0.25–5.0% solids
aquastyle™ 300 AF polymer ⁽¹⁾		30% aqueous solution				
aquastyle™ SH-100 polymer	Acrylates Copolymer (and) Water	milky, white to off-white liquid		<ul style="list-style-type: none"> durable, all day hold good initial stiffness excellent high humidity curl retention smooth comb-through no tack upon drying no flaking contributes to viscosity in formulations 	<ul style="list-style-type: none"> crystal clear gels cream gels spray gels creams, lotions waxes, pomades mousses patent pending 	0.5–2.0% solids

⁽¹⁾ Patented technology

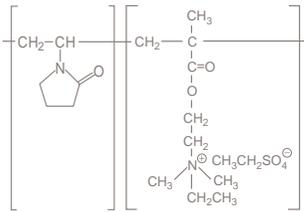
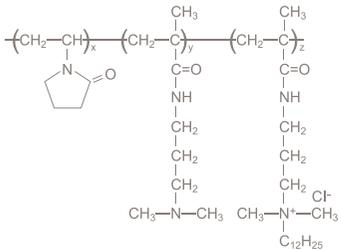
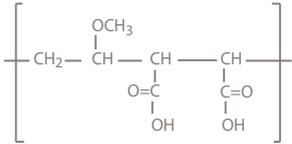
trade name	INCI name	description/form	structure	features/benefits	applications	use levels	
copolymer 845	VP/Dimethylaminoethyl-methacrylate Copolymer	20% aqueous solution		<ul style="list-style-type: none"> aids wet/dry combing imparts smoothness, gloss, body silky feel to hair gives smooth, conditioned feel to skin water alcohol compatible copolymer 845 is compatible with carbomer can be formulated into clear gels forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl 980/940 Carbomer, RapiThix™ A-60) 	<ul style="list-style-type: none"> gels mousses blow-dry conditioners styling creams/lotions pomades, waxes, pastes conditioning rinses styling sprays low-VOC sprays 	0.2–4.0% solids	
copolymer 845 O (optiphen™ preserved)		20% aqueous solution					
copolymer 937		50% solids in ethanol					
copolymer 958							
gaffix™ VC-713 polymer (sold as Copolymer VC-713 in EU)	Vinyl Caprolactam/VP/Dimethylaminoethyl Methacrylate Copolymer	37% solids in ethanol		<ul style="list-style-type: none"> superior "natural feel" hold at low solids level excellent propellant compatibility no neutralization required 	<ul style="list-style-type: none"> hairsprays gels mousses styling creams/lotions pomades, waxes, pastes 	0.5–4.0% solids	
gafquat™ 440 polymer	Polyquaternium-11	flowable 30% alcoholic solution; 100,000 avg. MW		<ul style="list-style-type: none"> good wet/dry combing good curl retention clear, non-tacky films builds body enhances hair luster manageability easy shampoo removability improves foam aesthetics smooth skin application with desirable after-feel 	<ul style="list-style-type: none"> mousses gels styling sprays pomades, waxes, pastes leave-in conditioning lotions 	0.25–8.0% solids	
gafquat™ 755N polymer		highly viscous 20% aqueous solution; 1,000,000 avg. MW		<ul style="list-style-type: none"> thermal/mechanical protection good wet/dry combing good curl retention in leave-on hair styling products clear, non-tacky films builds body enhances hair luster manageability improves foam aesthetics easy shampoo removability smooth skin application with desirable after-feel forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl 980/940 carbomer, RapiThix™ A-60) 	<ul style="list-style-type: none"> mousses gels pomades, waxes, pastes shampoos conditioning rinses leave-in conditioning lotions styling sprays 	0.25–4.0% solids	
gafquat™ 755N-P polymer (phenoxyethanol-paraben preserved)							
gafquat™ 755N-O polymer (optiphen™ preserved)							

trade name	INCI name	description/form	structure	features/benefits	applications	use levels	
gafquat™ HS-100 polymer	Polyquaternium-28	20% aqueous solution		<ul style="list-style-type: none"> good wet/dry combing good curl retention in leave-on hair styling products clear, non-tacky films enhances hair luster excellent stability at pH extremes forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl 980/940 Carbomer, RapiThix™ A-60) 	<ul style="list-style-type: none"> shampoos conditioners styling creams/lotions gels mousses pomades, waxes, pastes styling sprays permanent wave solutions 	shampoos/ conditioners: up to 1.0% solids styling: 2.0–4.0% solids	
gafquat™ HS-100-O polymer (optiphen preserved)							
gantrez™ A-425 polymer	Butyl Ester of PVM/MA Copolymer	50% solids in ethanol		<ul style="list-style-type: none"> high hold excellent shine durability tack-free good style retention humidity resistant good propellant compatibility pigment dispersant emulsion stabilizer 	<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays spritzer gels mousses styling creams/lotions pomades, waxes, pastes 	0.5–7.0% solids	
gantrez™ ES-225 polymer	Ethyl Ester of PVM/MA Copolymer	50% solids in ethanol					
gantrez™ ES-335 polymer	Isopropyl Ester of PVM/MA Copolymer	50% solids in isopropanol					
gantrez™ ES-425 polymer	Butyl Ester of PVM/MA Copolymer	50% solids in ethanol					
gantrez™ ES-435 polymer	Butyl Ester of PVM/MA Copolymer	50% in isopropanol					
gantrez™ SP-215 polymer	Ethyl Ester of PVM/MA Copolymer	50% solids in ethanol					
omnirez™ 2000 polymer	Ethyl Ester of PVM/MA Copolymer	50% solids ethanol					

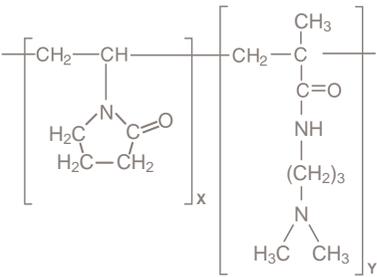
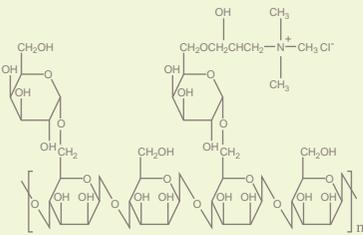
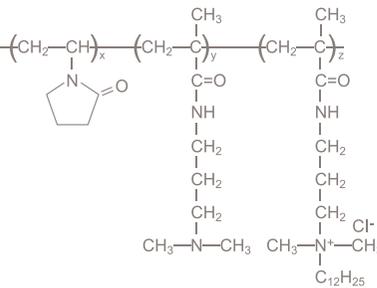
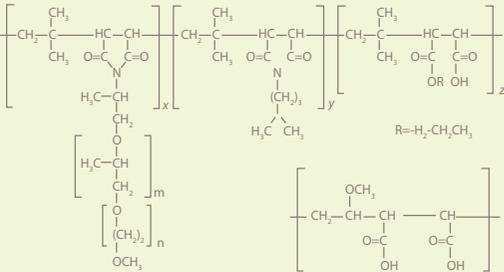
trade name	INCI name	description/form	structure	features/benefits	applications	use levels
primaflo™ HP22 polymer solution	Hydroxypropylcellulose	solution		<ul style="list-style-type: none"> soft, flexible films high strength films non-tacky films 	<ul style="list-style-type: none"> low- no-VOC hair styling gels, mousses, sprays 	2.0–5.0% solids
PVP K-15	PVP	100% powder; 8000 avg. MW in Daltons		<ul style="list-style-type: none"> strong, stiff hold stabilizes emulsions, dispersions, suspensions foam stabilizer excellent compatibility with acrylate thickeners shine 	<ul style="list-style-type: none"> gels mousses styling creams/lotions hair colorants pomades, waxes, pastes in addition, PVP K-15 PVP K-30 can be used in hairsprays 	0.25–6.0% solids
PVP K-15 solution		30% solution; 8000 avg. MW in Daltons				0.25–6.0% solids
PVP K-30		100% powder; 60,000 avg. MW in Daltons				0.25–6.0% solids
PVP K-30 solution		30% solution; 60,000 avg. MW in Daltons				0.25–6.0% solids
PVP K-60 solution		45% solution; 400,000 avg. MW in Daltons				0.25–6.0% solids
PVP K-90		100% powder; 1,300,000 avg. MW in Daltons				0.25–3.0% solids
PVP K-90 solution		20% solution; 1,300,000 avg. MW in Daltons				0.25–3.0% solids
PVP K-120 powder		100% powder; 3,000,000 avg. MW in Daltons				0.25–3.0% solids

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
PVP/VA S-630	VP/VA Copolymer	white powder (60/40 ⁽²⁾)		<ul style="list-style-type: none"> strong, stiff hold enhanced high humidity curl retention good propellant compatibility 	<ul style="list-style-type: none"> gels mousses styling creams/lotions hair colorants pomades, waxes, pastes 	0.5–6.0% solids
PVP/VA E-335 PVP/VA I-335		50% solution in ethanol (E) or isopropanol (I), (30/70 ⁽²⁾)			<ul style="list-style-type: none"> aerosol hairsprays non-aerosol hairsprays 	
PVP/VA E-535 PVP/VA I-535		50% solution in ethanol (E) or isopropanol (I), (50/50 ⁽²⁾)			<ul style="list-style-type: none"> hydroalcoholic styling lotions, hair thickeners 	
PVP/VA E-635 PVP/VA W-635		50% solution in aqua (W) or ethanol (E) (60/40 ⁽²⁾)			<ul style="list-style-type: none"> alcohol-free gels styling creams/lotions hair colorants pomades, waxes, pastes formulas (W) mousses 	
PVP/VA E-735 PVP/VA I-735 PVP/VA W-735		50% solution in water (W), ethanol (E) or isopropanol (I) (70/30 ⁽²⁾)			<ul style="list-style-type: none"> "wet look" gels water-based aerosol mousses (E) (I) used in anhydrous aerosols (W) in alcohol-free formulas gels mousses styling creams/lotions hair colorants pomades, waxes, pastes 	
style fusion™ complex 1	(proposed) Polyquaternium-28 (and) PVM/MA Copolymer	10% solid in water	<p>Polyquaternium-28</p> <p>PVM/MA Copolymer</p>	<ul style="list-style-type: none"> split end mending with mechanical durability cuticle smoothing promotes shine contributes to styling: fiber alignment thermal protection 	<ul style="list-style-type: none"> leave in conditioners styling creams, lotions rinse off conditioner cream gels mousses serums 	10–20%

⁽²⁾ Ratio (VP/VA)

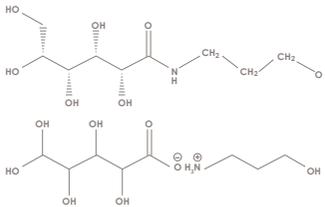
trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
style fusion™ complex 2 ⁽³⁾	(proposed) Polyquaternium-11 (and) Polyquaternium-55 (and) PVM/MA Copolymer	10% solid in water	<p>Polyquaternium-11</p>  <p>Polyquaternium-55</p>  <p>PVM/MA Copolymer</p> 	<ul style="list-style-type: none"> o durable smoothing with improved wash resistance enhanced through heat activation o frizz control o improved manageability, fiber alignment o delivers enhanced shine o conditioned smooth hair feel o provides hold, curl retention under high humidity conditions 	<ul style="list-style-type: none"> o creams, lotions o leave in, rinse off conditioner o cream gels o mousses o serums o sprays (non-aerosol) 	10–20%

⁽³⁾ available as a technology concept; contact us to get more information on this patented complex

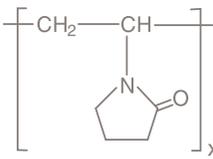
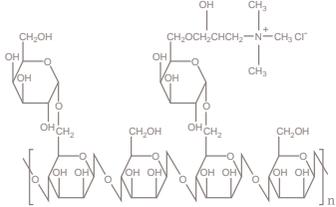
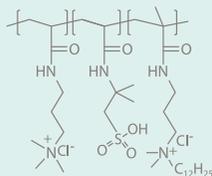
trade name	INCI name	description/form	structure	features/benefits	applications	use levels
styleze™ CC-10 polymer ⁽¹⁾	VP/DMAPA Acrylates Copolymer	10% aqueous solution		<ul style="list-style-type: none"> superior, durable hold clear, non-tacky films long-lasting curl retention substantive to hair conditioning, bodying effects shine manageability clean feel thermal protection volumizing effects in shampoos forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl 980/940 Carbomer, RapiThix™ A-60) 	<ul style="list-style-type: none"> gels mousses styling creams/lotions pomades, waxes, pastes styling sprays (non-aerosol) shampoos conditioners 	styling: 0.25–2.0% solids shampoos/ Conditioners: 0.5–1.0% solids
styleze™ ES-1 polymer ⁽¹⁾	Guar Hydroxypropyltrimonium Chloride	powder		<ul style="list-style-type: none"> enhanced curl formation (definition/shape) & curl integrity improved high humidity hold (24 hours) improved bloom, stabilization improved style durability COSMOS validated* 	<ul style="list-style-type: none"> mousses styling creams/lotions 	0.25–2.0%
styleze™ W-10 polymer ⁽¹⁾	Polyquaternium-55	10% aqueous solution		<ul style="list-style-type: none"> firm hold longevity of style high humidity resistance high flexibility conditioning low-tack volume color protection thermal protection forms a sprayable polyelectrolyte matrix when used in conjunction with one of the following rheology modifiers (Ashl 980/940 Carbomer, RapiThix™ A-60, Stabileze™ SM) 	<ul style="list-style-type: none"> gels mousses styling creams/lotions leave-in conditioners pomades, waxes, pastes styling sprays (non-aerosol) shampoos conditioners 	gels, mousses, lotions: 0.25–2.0% solids shampoos/ conditioners: 0.25–1.0% solids
styleze™ W-17 polymer ⁽¹⁾		17% aqueous solution				
styleze™ W-20 polymer ⁽¹⁾		20% aqueous solution				
styleze™ XT3 polymer ⁽¹⁾	Water (and) PVM/MA Copolymer (and) Polyimide-1 (and) Caprylyl Glycol	30% aqueous dispersion		<ul style="list-style-type: none"> frizz reduction enhances thermal styling, straight or curly thermal protection humidity resistance shine smooth, touchable hair 	<ul style="list-style-type: none"> lively, flowable texture lasting style hold smooth combing enhances hair's natural texture improved hair alignment/manageability 	styling creams/lotions gels mousses lotions 4.0% solids (13.5% as is)

⁽¹⁾ Patented technology ⁽⁴⁾ Patent pending

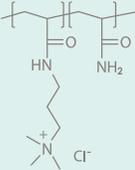
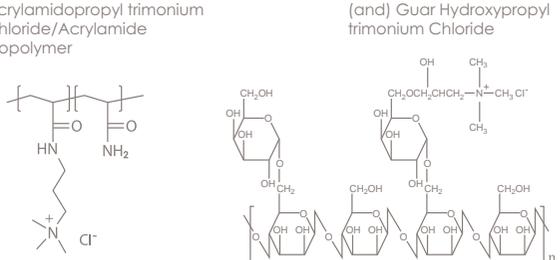
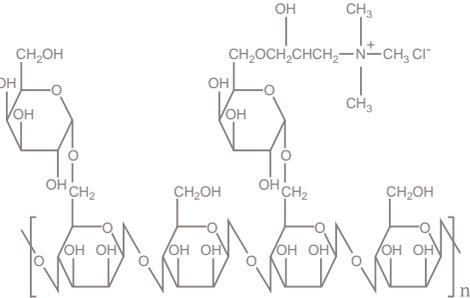
fiber strengthening repair

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
fiberhance™ BM solution	Hydroxypropylglucosamide (and) Hydroxypropylammonium Gluconate	clear solution, 50% active		<ul style="list-style-type: none"> provides inner strengthening of hair fiber internal bond creation improves manageability 	<ul style="list-style-type: none"> shampoos 	1% solids

conditioning polymers

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
advantage™ revive polymer	PVP	powder		<ul style="list-style-type: none"> delivers superior cleaning, oil/sebum absorption leaves visibly less to no residue provides cleaner looking, feeling hair preserves hair color vibrancy improves manageability 	<ul style="list-style-type: none"> dry shampoo sprays dry shampoo mousses dry shampoo powders dry shampoo pastes 	up to 5%
aquacat™ CG518 cationic solution	Guar Hydroxypropyltrimonium Chloride	clear solution		<ul style="list-style-type: none"> light conditioning volumizing 	<ul style="list-style-type: none"> volumizing shampoos daily shampoos 	0.2-0.4%
aquacat™ PF618 cationic solution				<ul style="list-style-type: none"> paraben-free light conditioning volumizing 		
chromohance™ 113 conditioning polymer	Polyquaternium-113	clear Solution, 20% active		<ul style="list-style-type: none"> provide consumer perceivable color protection compatible with most surfactant systems 	<ul style="list-style-type: none"> shampoos conditioners leave on treatments 	1.0-5.0%

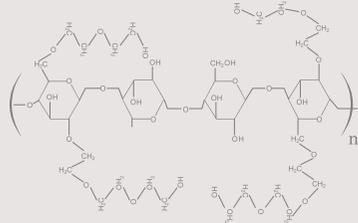
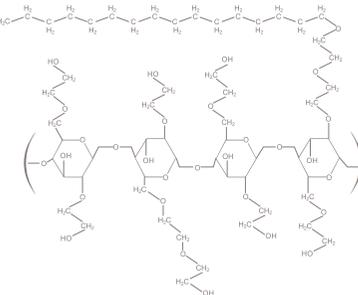
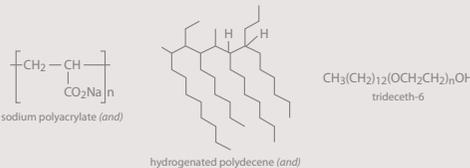
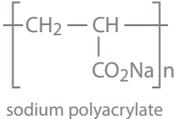
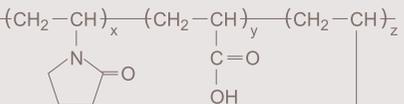
trade name	INCI name	description/form	structure	features/benefits	applications	use levels
clearhance™ C conditioning polymer	Cassia Hydroxypropyl-trimonium Chloride	white powder		<ul style="list-style-type: none"> superior conditioning good deposition of silicone emulsions and other oils outstanding clarity in clear shampoos and body washes naturally derived compatible in all surfactant systems provides a luxurious creamy lather and texture and slip easy to process, no pH adjustment required low odor and color 	<ul style="list-style-type: none"> shampoos conditioners body washes shower gels liquid hand soaps 	0.1–0.5%
conditioneze™ 37 PC (E) cationic solution	Polyquaternium-37 (and) Propylene Glycol Dicaprylate/Dicaprate PPG-1 Trideceth-6	opaque liquid		<ul style="list-style-type: none"> provides excellent conditioning, emulsion stabilization in hair, skin products easy to incorporate into formulations with no requirements for heating or neutralization compatible with nonionic, cationic surfactants efficiently build viscosity at low usage levels even at low pH levels 	<ul style="list-style-type: none"> conditioners hair masks rheology 	2.0–4.0 %
conditioneze™ NT-20 cationic solution	Polyquaternium-28	20% aqueous solution		<ul style="list-style-type: none"> excellent wet/dry combing builds creamy, rich lather imparts body manageability without build-up cold processable 	<ul style="list-style-type: none"> shampoos conditioners styling creams/lotions gels mousses pomades, waxes, pastes permanent wave solutions 	shampoos/conditioners: 0.25–1.0% solids styling: 2.0–4.0% solids
conditioneze™ NT-20-0 cationic solution (optiphen™ preserved)						
gafquat™ HSI cationic solution	Polyquaternium-28 (and) Dimethicone	20% aqueous solution		<ul style="list-style-type: none"> combines benefits of film-forming polymers dimethicone while minimizing drawbacks associated with silicones such as greasy feel, build-up conditioning compatible with anionic surfactants stabilizes foam good storage stability 	<ul style="list-style-type: none"> shampoos conditioners conditioning treatments gels mousses pomades, waxes, pastes 	styling: 1.0–2.0% solids shampoos/conditioners: 0.2–1.0% solids
n-durhance™ A-1000 conditioning polymer	Polyacrylamidopropyl-trimonium Chloride	clear solution		<ul style="list-style-type: none"> high conditioning durability no build-up preservative free compatible with cationics, nonionics 	<ul style="list-style-type: none"> leave-on, rinse-off conditioners hair masks conditioning sprays shampoos 	0.1–1.0 % solids
n-durhance™ AA-2000 conditioning polymer	Polyacrylamidopropyl-trimonium Chloride/ Acrylamide	clear solution, 20% active		<ul style="list-style-type: none"> helps to revert hydrophobicity to original virgin state durable long lasting conditioning no build up compatible with cationic, non-ionic, some anionic surfactants 	<ul style="list-style-type: none"> shampoos rinse-off, leave-on conditioners hair masks conditioning sprays 	0.1–1.0 % solids

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
n-hance™ SP-100 polymer	Acrylamidopropyl- trimonium Chloride/ Acrylamide Copolymer	powder		<ul style="list-style-type: none"> ○ excellent wet/dry combability in silicone, non-silicone formulations ○ optical clarity ○ fast detangling of hair ○ leaves wet/dry hair noticeably silkier ○ high deposition of actives (silicone, anti-dandruff, natural oils, etc.) 	<ul style="list-style-type: none"> ○ ethnic hair products ○ highly damaged/bleached/treated hair ○ anti-dandruff shampoos ○ silicone deposition 	0.1–0.2%
n-hance™ 4572 conditioning polymer	Acrylamidopropyl- trimonium Chloride/ Acrylamide Copolymer (and) Guar Hydroxypropyl- trimonium Chloride	powder	<p>Acrylamidopropyl trimonium Chloride/Acrylamide Copolymer</p> <p>(and) Guar Hydroxypropyl trimonium Chloride</p> 	<ul style="list-style-type: none"> ○ excellent wet/dry combability in silicone, non-silicone formulations ○ optical clarity ○ fast detangling of hair ○ leaves wet/dry hair noticeably silkier ○ high deposition of actives (silicone, anti-dandruff, natural oils, etc.) 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners 	0.15– 0.25%
n-hance™ 3215 cationic guar	Guar Hydroxypropyl- trimonium Chloride	powder		<ul style="list-style-type: none"> ○ high conditioning, wet/dry combing ○ active deposition aid ○ efficient silicone deposition ○ softer hair feel ○ lather richness ○ COSMOS validated* 	<ul style="list-style-type: none"> ○ deep conditioning ○ ethnic hair products ○ highly damaged/bleached/treated hair ○ anti-dandruff shampoos ○ high active deposition ○ silicone deposition 	0.2–0.4%
n-hance™ 3196 cationic guar				<ul style="list-style-type: none"> ○ medium conditioning, wet/dry combing ○ medium deposition aid ○ efficient silicone deposition ○ softer hair feel ○ lather richness ○ COSMOS validated* 	<ul style="list-style-type: none"> ○ shampoos/2-in-1 shampoos for ethnic hair ○ highly damaged/bleached/treated hair ○ silicone deposition ○ anti-dandruff shampoos 	0.2–0.4%
n-hance™ CG13 cationic guar				<ul style="list-style-type: none"> ○ damaged/bleached/treated hair ○ virgin hair ○ silicone deposition ○ active deposition ○ daily shampoos 	0.2–0.4%	
n-hance™ CCG45 cationic guar				<ul style="list-style-type: none"> ○ light to medium conditioning, wet/dry combing ○ medium deposition aid ○ efficient silicone deposition ○ softer hair feel ○ lather richness ○ COSMOS validated* 	<ul style="list-style-type: none"> ○ clear systems ○ mildly damaged virgin hair ○ volumizing shampoos ○ daily shampoos 	0.2–0.4%

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
n-hance™ 3299 cationic guar	Guar Hydroxypropyl-trimonium Chloride	powder		<ul style="list-style-type: none"> low viscosity low conditioning 	<ul style="list-style-type: none"> light conditioning shampoos volumizing shampoos 	0.2–0.4%

rheology modifiers

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
Ashland™ 980/940 carbomer	Carbomer	powder		<ul style="list-style-type: none"> rheology modifier stabilization 	<ul style="list-style-type: none"> shampoos styling products 	0.2–0.5%
benecel™ HPMC	Hydroxypropyl Methylcellulose	powder		<ul style="list-style-type: none"> stabilizes complex surfactant mixtures increases lather density increases lather volume increases lather stability thickens soap-based shampoos benecel™ K200M HPMC thickens hydroalcoholic systems 	<ul style="list-style-type: none"> shampoos styling products 	0.5–2.0%
benecel™ E10 HPMC						
benecel™ K200M HPMC						
klucel™ hydroxypropylcellulose	Hydroxypropylcellulose	powder		<ul style="list-style-type: none"> alcohol-soluble thickener film-former 	<ul style="list-style-type: none"> styling products 	0.2–1.0%

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
natrosol™ hydroxyethylcellulose/ natrosol™ 250 ME/ HR/HHR	Hydroxyethylcellulose	powder		<ul style="list-style-type: none"> viscosity builder stabilization 	<ul style="list-style-type: none"> conditioners styling products 	0.2–1.0%
natrosol™ plus 330 CS cetyl modified hydroxyethylcellulose	Cetyl Hydroxyethylcellulose	powder		<ul style="list-style-type: none"> provides stability for complex anionic, cationic or nonionic surfactant systems thickens cationic emulsions 	<ul style="list-style-type: none"> shampoos conditioners styling products natrosol™ plus 330 CS can be used in APG-based systems 	0.5–1.5%
polysurf™ 67 cetyl modified hydroxyethylcellulose						
rapithix™ A-60 polymer	Sodium Polyacrylate (and) Hydrogenated Polydecene (and) Trideceth-6	white milky dispersion (57–59% solids)	 <p>sodium polyacrylate (and)</p> <p>hydrogenated polydecene (and)</p> <p>CH₃(CH₂)₁₂(OCH₂CH₂)₆OH trideceth-6</p>	<ul style="list-style-type: none"> easy-to-use emollient-based dispersion provides soft, smooth feel can be post-added to adjust viscosity after emulsion forms, cools produces instant crème gels at room temperature high shear not required 	<ul style="list-style-type: none"> emulsifier-free products hair shine lotions anti-frizz products styling creams/lotions conditioning creams pomades, waxes, pastes 	Up to 3.6% solids
rapithix™ A-100 polymer	Sodium Polyacrylate	white powder	 <p>sodium polyacrylate</p>	<ul style="list-style-type: none"> fully active white powder offering greater formulation flexibility provides soft, smooth feel no pre-set oil phase makes oil-free systems possible high-solids content for higher efficiency 	<ul style="list-style-type: none"> emulsifier-free products hair shine lotions anti-frizz products styling creams/lotions conditioning creams pomades, waxes, pastes 	0.2–2.5%
ultrathix™ P-100 polymer	Acrylic Acid/VP Crosspolymer	white powder		<ul style="list-style-type: none"> film-former/styling polymer natural hold long-term, humidity resistant hold benefits no flaking on hair low tack profile easy dispersal and spreadability shear thinning rheology modifier with high yield value broad raw material compatibility 	<ul style="list-style-type: none"> clear gels spray gels suspended gels cream gels hair color application passes 24-hour peroxide boil test smoothing creams mousses pomades, waxes, pastes hydroalcoholic sprays 	0.25–2.5%

conditioners

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
ceraphyl™ 60 cationic solution	Quaternium-22	60% aqueous solution	$\left[\begin{array}{c} \text{OH} \quad \text{OH} \quad \text{HO} \quad \text{O} \\ \quad \quad \quad \\ \text{H}_2\text{C}-\text{CH}-\text{CH}-\text{CH}-\text{CH}-\text{C}-\text{NH}-(\text{CH}_2)_3-\text{N}^+(\text{CH}_3)_3-\text{CH}_2-\text{CH}_2\text{OH} \\ \quad \\ \text{OH} \quad \text{OH} \end{array} \right] \text{Cl}^-$	<ul style="list-style-type: none"> mild cationic with pronounced substantivity to hair provides detangling, anti-static conditioning binds moisture in hair care applications 	<ul style="list-style-type: none"> shampoos conditioners gels mousses 	up to 4.8% solids
ceraphyl™ 65 cationic solution	Quaternium-26 (and) Propylene Glycol	55% solution	$\left[\begin{array}{c} \text{O} \\ \\ \text{R}-\text{C}-\text{NH}-\text{CH}_2-\text{CH}_2-\text{CH}_2-\text{N}^+(\text{CH}_3)_2-\text{CH}_2-\text{CH}-\text{OH} \\ \\ \text{CH}_3 \end{array} \right] \text{Cl}^-$ <p>R= Mink fatty acids</p>	<ul style="list-style-type: none"> mild cationic with pronounced substantivity to hair provides detangling, anti-static conditioning cationic emulsification 	<ul style="list-style-type: none"> shampoos conditioners 	up to 5.0% (rinse-off application only)
ceraphyl™ 70 cationic solution	Quaternium-70 (and) Propylene Glycol	54% solution	$\left[\begin{array}{c} \text{O} \quad \quad \quad \text{O} \\ \quad \quad \quad \\ \text{C}_{17}\text{H}_{35}-\text{C}-\text{NH}-(\text{CH}_2)_3-\text{N}^+(\text{CH}_3)_2-\text{CH}_2-\text{C}-\text{O}-\text{C}_{14}\text{H}_{29} \\ \\ \text{CH}_3 \end{array} \right] \text{Cl}^-$	<ul style="list-style-type: none"> mild cationic pronounced substantivity to skin, hair provides detangling, anti-static conditioning cationic emulsification thermal protection from curling irons & blow dryers 	<ul style="list-style-type: none"> shampoos conditioners mousses cream gels pomades, waxes, pastes permanent wave solutions 	1.0% solids for thermal protection up to 0.7% solids for rinse-off applications
prolipid™ 161 lamellar gel ⁽¹⁾	Cetearyl Alcohol (and) Behenyl Alcohol (and) Hydroxyethyl Cetearamidopropyl-dimonium Chloride	white to cream colored flakes	$\left[\begin{array}{c} \text{O} \\ \\ \text{RC}-\text{NH}-(\text{CH}_2)_3-\text{N}^+(\text{CH}_3)_3-\text{CH}_2\text{CH}_2\text{OH} \end{array} \right] \text{Cl}^-$ <p> $\text{CH}_3(\text{CH}_2)_{20}\text{CH}_2\text{OH}$ $\text{CH}_3(\text{CH}_2)_{16}\text{CH}_2\text{OH}$ $\text{CH}_3(\text{CH}_2)_{14}\text{CH}_2\text{OH}$ Behenyl Alcohol (and) Cetearyl Alcohol </p>	<ul style="list-style-type: none"> composed of vegetal-based amphiphilic compounds lamellar gel structurizing ingredient that enhances formulation texture stability provides moisturization conditioning to hair ease of wet/dry combing makes hair feels soft, smooth binder thickener opacifying agent anti-static substantive over a broad pH range 	<ul style="list-style-type: none"> shampoos conditioners styling creams/lotions mousses treatment applications targeting damaged, chemically treated hair hair colorants pomades, waxes, pastes permanent wave solutions hair relaxers 	1.67–6.67% by weight when used for conditioning 4.0–6.0% by weight when used as a structurizing agent
zenix™ 4617 phosphate ester surfactant	Oleth-5 Phosphate	liquid	$\text{HO}-\text{P}(\text{OH})(\text{OR})-\text{O}-\text{CH}_2-\text{CH}_2-\text{O}-\text{C}_x-\text{C}_{17}\text{H}_{33}-\text{C}_x-\text{O}-\text{CH}_2-\text{CH}_2-\text{OH}$	<ul style="list-style-type: none"> silicone-like performance without silicone when combined with cationic guar 	<ul style="list-style-type: none"> shampoos 2-in-1 shampoos 	2.0–4.0%

⁽¹⁾ Patented technology

vincienc[™]

biotHAIRapy[™] biofunctionals

trade name	INCI name	description	benefits
capauxein [™] G2 biofunctional	Water, Glycerin, Hydrolyzed Corn Protein, Adenosine, Magnesium Ascorbyl Phosphate, Carnitine	inspired by the "Hair Fullness System [™] " concept associated with hair density	<ul style="list-style-type: none"> ○ COSMOS validated* ○ an increase in key biomarkers: <ul style="list-style-type: none"> ○ Ki67 β1-integrin, markers of proliferation communication respectively (<i>in vitro</i>, <i>ex vivo</i>) ○ versican, noggin, highly expressed during the anagen phase in the dermal papilla (3D-spheres) ○ visible benefits on 39 panel lists: <ul style="list-style-type: none"> ○ a healthier scalp with less visible oiliness, more hydration (<i>in vivo</i>) ○ visible maintenance of the anagen phase (<i>in vivo</i>) ○ visible improvement of hair density, fullness (<i>in vivo</i>)
chromafend [™] biofunctional	Water (and) Glycerin (and) Hydrolyzed Linseed extract	a flax seed extract inspired by the "Hair Melanin System [™] " concept to help hair preserve its original color	<ul style="list-style-type: none"> ○ COSMOS validated* ○ boosts key pigmentation markers: <ul style="list-style-type: none"> ○ increased tyrosinase, (<i>in vitro</i>, <i>ex vivo</i>, <i>in vivo</i>) ○ increased TRP1, pmel17, (<i>in vivo</i>) ○ increased MITF and cKit, known as critical regulators of melanocytes and melanocyte stem cells, (<i>in vivo</i>) ○ increased PAR-2 involved in melanin transfer, (<i>in vivo</i>) ○ increased melanin in the hair cortex, (<i>ex vivo</i>) ○ limiting the appearance of gray hair (<i>in vivo</i>): <ul style="list-style-type: none"> ○ increased hair darkening (L* value) ○ increased amount of dark hair (trichoScan) ○ long lasting benefits
dynagen [™] biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Yeast Protein	a yeast extract inspired by the "Hair Keratin System [™] " concept for stronger, healthier looking hair	<ul style="list-style-type: none"> ○ COSMOS validated* ○ consumer-perceivable benefit for stronger, thicker, healthier hair feel (<i>in vivo</i>) ○ increase in key protein markers, keratin 14, keratin 17, keratin 71, trichohyalin (<i>ex vivo</i>), all of which are associated with minimization of hair fall ○ increase in collagen I (<i>ex vivo</i>) ○ increase in collagen IV CD34 (<i>ex vivo</i>) associated with healthy appearance of the hair



ashland.com / efficacy usability allure integrity profitability[™]



trade name	INCI name	description	benefits
procataline™ G2 biofunctional	Water (aqua) Glycerin Pisum Sativum (pea) extract Salvia Hispanica Seed Extract	a botanical extract inspired by the "Hair Antioxidant System™" concept for hair detox, scalp purifying	<ul style="list-style-type: none"> ○ COSMOS validated* sheltering hair from air pollutants (<i>in vitro, ex vivo</i>): ○ helps chelate heavy metals—helps reduce hair damage when hair roots from air pollutants ○ visibly helps increase the antioxidant defenses (catalase enzyme) in scalp cells ○ visibly reduces the pollution marker AhR/CYP1A1 the IL1-R1 response triggered by air pollutants ○ helps limit the visible impact of major air pollutants on VEGFA microcirculation marker Sox9 stem cells marker sheltering scalp from air pollutants (<i>in vivo</i>): ○ visibly reduces stratum corneum oxidative damage ○ helps increase scalp hydration barrier function ○ contributes to balance scalp oiliness ○ helps decrease scalp flakes, redness ○ visibly reduces scalp irritation microcirculation marker Sox9 stem cells marker. ○ associated with reduced scalp stratum corneum oxidative damage, increased scalp hydration, better barrier function, a visible decrease in scalp flakes and redness.
protectagen™ biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Rice Protein	a rice extract inspired by the "Hair Stemness System™" concept to mitigate stress, preserve hair growth capital	<ul style="list-style-type: none"> ○ COSMOS validated* ○ increased stem cell markers, keratin 15, β6-Integrin, β-Catenin p63, key to the maintenance of hair growth capital (<i>ex vivo</i>) ○ helps preserve hair follicle against harmful UV damage, evidenced by the lower expression of p53 markers (<i>ex vivo</i>) ○ improved appearance of hair length (<i>ex vivo</i>)

Note: In the U.S. hair growth, hair loss prevention claims fall under an OTC drug monograph 21CFR Part 310. Use of these claims requires a New Drug Application. Similar restrictions may exist in other parts of the world.

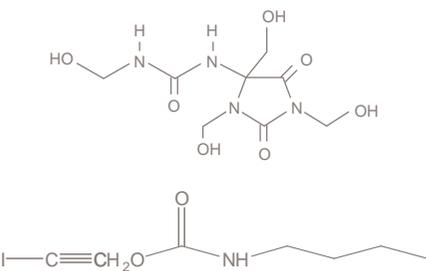
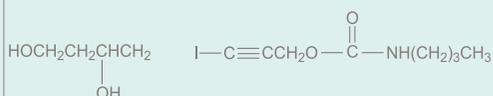
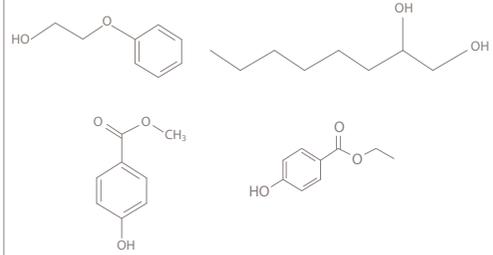
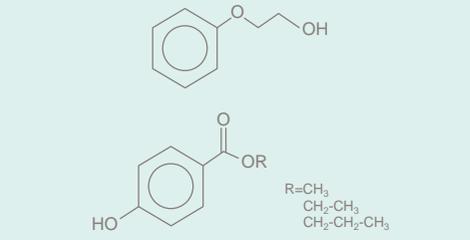
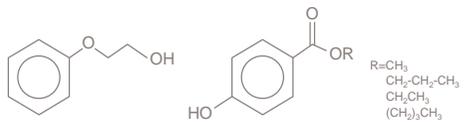
trade name	INCI name	hair care product categories					
		hair aging at the roots	hair strength	hair nourishment	uv stress	oxidative stress	hair color
capauxein™ biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Corn Protein	●					
chromafend™ biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Linseed Extract	●					●
dynagen™ biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Yeast Protein	●	●	●			
procataline™ G2 biofunctional	Water (aqua) Glycerin Pisum Sativum (pea) extract Salvia Hispanica Seed Extract	●				●	●
protectagen™ biofunctional	Water (aqua) (and) Glycerin (and) Hydrolyzed Rice Protein	●			●		

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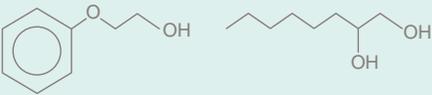
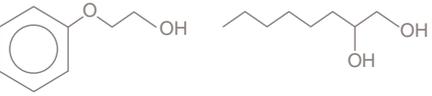
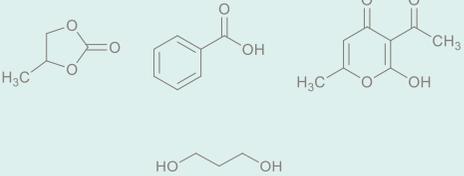
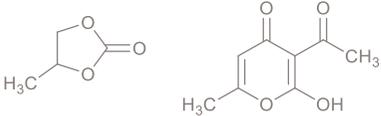
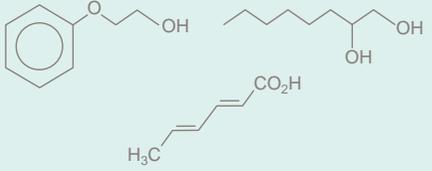
preservatives

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
germaben™ II preservative	Propylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben	clear liquid		<ul style="list-style-type: none"> ○ broad-spectrum activity against gram-positive, gram-negative bacteria, yeast, mold ○ effective over broad pH range: 3.0–7.5 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ mousses ○ creams ○ pomades, waxes, pastes 	0.5–1.0%
germaben™ II-E preservative						
germall™ 115 preservative	Imidazolidinyl Urea	white, free-flowing hygroscopic powder		<ul style="list-style-type: none"> ○ very effective against gram-positive, gram-negative bacteria ○ acts synergistically with other preservatives ○ effective over broad pH range: 3–9 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners 	0.2–0.6%
germall™ II preservative	Diazolidinyl Urea	white, free-flowing hygroscopic powder		<ul style="list-style-type: none"> ○ broad-spectrum activity against gram-positive, gram-negative bacteria ○ synergistic with other preservatives ○ effective over broad pH range: 3–9 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners 	0.1–0.3%
germall™ plus preservative ⁽¹⁾	Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	white, free-flowing hygroscopic powder		<ul style="list-style-type: none"> ○ broad-spectrum antimicrobial activity ○ effective over broad pH range: 3–8 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ styling creams/lotions 	0.05–0.2%

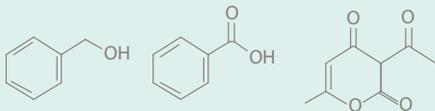
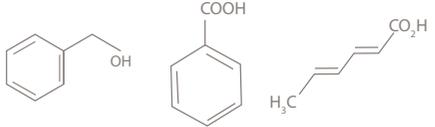
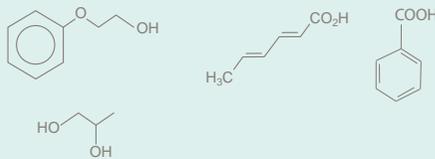
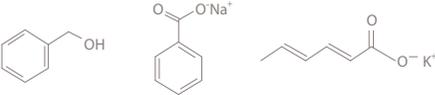
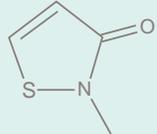
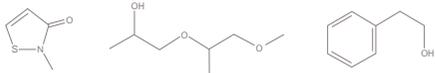
⁽¹⁾ Patented technology

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
liquid germall™ plus preservative ⁽¹⁾	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	clear liquid		<ul style="list-style-type: none"> • broad-spectrum antimicrobial activity • effective over broad pH range: 3–8 	<ul style="list-style-type: none"> • shampoos • conditioners • gels • styling creams/lotions 	0.1–0.5%
liquagard™ preservative	Butylene Glycol (and) Iodopropynyl Butylcarbamate	liquid		<ul style="list-style-type: none"> • effective fungicide • works over wide pH range: 4–9 • compatible with broad range of raw materials including surfactants, proteins 	<ul style="list-style-type: none"> • shampoos • conditioners • styling creams/lotions • hair colorants • gels 	0.1–0.2% ⁽²⁾
liquapar™ ME preservative (Available in EU, LA, AP)	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Caprylyl Glycol	colorless to light brown solution		<ul style="list-style-type: none"> • provides similar efficiency to traditional paraben combinations • effective over broad pH range: 3.0–7.5 • global use⁽⁵⁾ 	<ul style="list-style-type: none"> • styling creams/lotions • anhydrous systems 	0.5–1.0%
liquapar™ MEP preservative (sold as Rokonsal™ MEP preservative in EU)	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben	clear, yellowish solution		<ul style="list-style-type: none"> • broad-spectrum activity against bacteria, yeast, mold • effective over broad pH range: 3.0–7.5 • global use⁽⁵⁾ 	<ul style="list-style-type: none"> • shampoos • conditioners • anhydrous systems 	0.3–1.0%
liquapar™ PN preservative	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Propylparaben (and) Butylparaben	clear liquid		<ul style="list-style-type: none"> • broad-spectrum activity against bacteria, yeast, mold • effective over broad pH range: 3.0–7.5 • global use⁽⁵⁾ 	<ul style="list-style-type: none"> • styling creams/lotions • anhydrous systems 	0.5–1.0%

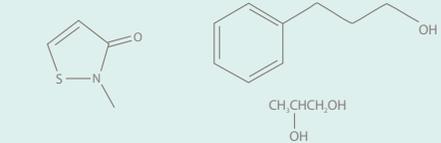
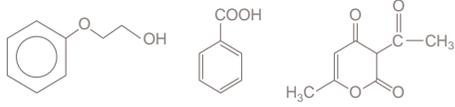
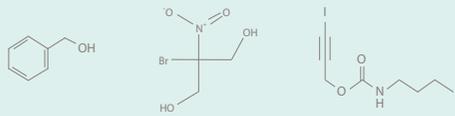
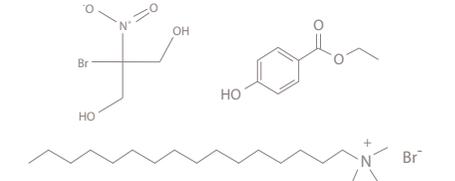
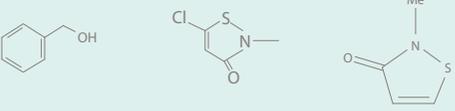
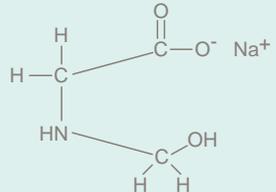
⁽¹⁾ Patented technology ⁽²⁾ Ratio (VP/VA) ⁽⁵⁾ For country-specific details, please contact your account manager

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
optiphen™ 200 preservative	Phenoxyethanol (and) Caprylyl Glycol	clear to pale straw liquid		<ul style="list-style-type: none"> ○ broad-spectrum activity against bacteria, yeast, mold ○ effective over broad pH range: 4.0–8.0 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ mousses ○ creams ○ pomades, waxes, pastes 	0.75–1.3%
optiphen™ preservative ⁽¹⁾	Phenoxyethanol (and) Caprylyl Glycol	clear to pale straw liquid [EU: colorless to light yellow solution]		<ul style="list-style-type: none"> ○ broad-spectrum activity against bacteria, yeast, mold—additional fungicidal protection may be needed in difficult formulations ○ effective over broad pH range: 4–8 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ mousses ○ styling creams/lotions ○ pomades, waxes, pastes 	0.75–1.5%
optiphen™ DP preservative	Propylene Carbonate (and) Benzoic Acid (and) Dehydroacetic Acid (and) Propanediol	liquid		<ul style="list-style-type: none"> ○ microbiostatic spectrum of activity, in some formulations additional booster is needed ○ effective up to pH 6.0 ○ global use⁽⁵⁾ ○ cost efficient preservative based on uncontroversial ingredients ○ optimized delivery system without alcoholic antimicrobials 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ mousses ○ styling creams/lotions ○ pomades, waxes, pastes 	0.3–2.0%
optiphen™ DLP preservative	Propylene Carbonate (and) Dehydroacetic Acid	liquid		<ul style="list-style-type: none"> ○ antifungal boosting activity at low levels; full antimicrobial spectra at high levels ○ effective up to pH 6.4. ○ global use⁽⁵⁾ ○ cost efficient preservative based on nature identical active ingredient ○ optimized delivery system without alcoholic antimicrobials 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ mousses ○ styling creams/lotions ○ pomades, waxes, pastes 	0.3–2.0%
optiphen™ plus preservative ⁽¹⁾	Phenoxyethanol (and) Caprylyl Glycol (and) Sorbic Acid	clear to pale straw liquid [EU: colorless to light yellow solution]		<ul style="list-style-type: none"> ○ broad spectrum activity against bacteria, yeast, mold ○ ideal for slightly acidic personal care products ○ effective pH range up to 6.0 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ mousses ○ shampoos ○ conditioners ○ pomades, waxes, pastes 	0.75–1.5%

⁽¹⁾ Patented technology ⁽⁵⁾ For country-specific details, please contact your account manager

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
optiphen™ BD preservative (Available in EU, LA, AP)	Benzyl Alcohol (and) Benzoic Acid (and) Dehydroacetic Acid	colorless to light yellow solution		<ul style="list-style-type: none"> microbiostatic spectrum of activity against bacteria, yeast effective up to pH 6.4 global use⁽⁵⁾ nature-identical combination ecocert-compliant 	<ul style="list-style-type: none"> styling creams/lotions shampoos conditioners 	0.3–1.0%
optiphen™ BSB-N preservative (sold as Rokonsal™ 658-N preservative in EU)	Benzyl Alcohol (and) Glycerin (and) Benzoic Acid (and) Sorbic Acid	colorless light brown liquid		<ul style="list-style-type: none"> effective against gram-positive gram-negative bacteria, yeast, mold effective up to pH 5.4 global use⁽⁵⁾ nature-identical combination ecocert-compliant 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.3–1.0%
optiphen™ BSP (Sold as Rokonsal BSP preservative in EU)	Phenoxyethanol (and) Propylene Glycol (and) Benzoic Acid (and) Sorbic Acid	colorless light brown liquid		<ul style="list-style-type: none"> effective against gram-positive gram-negative bacteria, yeast, mold effective up to pH 5.4 global use⁽⁵⁾ nature-identical combination 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.3–1.0%
optiphen™ BSB-W preservative (Available in EU, LA, AP)	Benzyl Alcohol (and) Water (aqua) (and) Sodium Benzoate (and) Potassium Sorbate	colorless light brown liquid		<ul style="list-style-type: none"> effective against gram-positive gram-negative bacteria, yeast, mold effective up to pH 5.4 global use⁽⁵⁾ nature-identical combination ecocert-compliant 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.3–1.0%
optiphen™ MIT preservative	Methylisothiazolinone Water (aqua)	colorless to light yellow solution		<ul style="list-style-type: none"> mainly effective against gram-positive gram-negative bacteria effective between pH 2–10 global use⁽⁵⁾ 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.05–0.1%
optiphen™ MIT Plus preservative ⁽⁴⁾	Methylisothiazolinone (and) Phenethyl Alcohol (and) PPG-2-Methyl Ether (and) water (Aqua)	colorless to light yellow solution		<ul style="list-style-type: none"> broad-spectrum activity against bacteria, yeast, mold effective between pH 2–10 global use⁽⁵⁾ 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.05–0.2%

⁽⁵⁾ For country-specific details, please contact your account manager ⁽⁴⁾ Patent pending

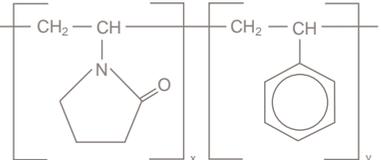
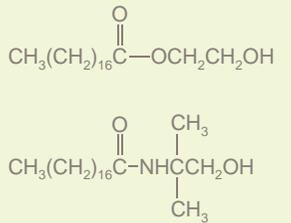
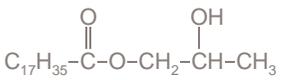
trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
optiphen™ MIT Ultra preservative ⁽⁴⁾	Methylisothiazolinone (and) Phenylpropanol (and) Propylene Glycol (and) Water (aqua)	colorless to light yellow solution		<ul style="list-style-type: none"> ○ broad-spectrum activity against bacteria, yeast, mold ○ effective between pH 2–10 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ mousses ○ styling creams/lotions ○ pomades, waxes, pastes 	0.05–0.3%
optiphen™ ND preservative (Sold as Rokonsal ND preservative in EU)	Phenoxyethanol (and) Benzoic Acid (and) Dehydroacetic Acid	light yellow to yellow solution		<ul style="list-style-type: none"> ○ microbiostatic spectrum of activity against bacteria, mold, yeast ○ effective up to pH 6.4 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ creams ○ pomades, waxes, pastes 	0.3–1.0%
roksal™ LJ-1 preservative (Available in EU, LA, AP)	Benzyl Alcohol (and) 2-Bromo-2-Nitropropane- 1,3-Diol (and) Iodopropynyl Butylcarbamate (and) Deceth-8 (and) PPG-2 Methyl Ether	colorless to light brown solution		<ul style="list-style-type: none"> ○ broad-spectrum activity against bacteria, with enhanced performance against fungi, yeast ○ fast-acting ○ effective up to pH 7.0 max. ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ styling creams/lotions ○ pomades, waxes, pastes 	0.1–0.4% ⁽⁵⁾
roksal™ SE-2 preservative (Available in EU, LA, AP)	2-Bromo-2-Nitropropane- 1,3-Diol (and) Ethylparaben (and) Cetrimonium Bromide (and) PPG-2 Methyl Ether	colorless to yellow solution		<ul style="list-style-type: none"> ○ broad-spectrum activity against bacteria, fungi, yeast ○ fast-acting ○ effective up to pH 7.0 max. ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ styling creams/lotions 	0.1–0.3%
roksal™ KS-4 preservative (Available in EU, LA, AP)	Benzyl Alcohol (and) Methylchloroisothiazolinone (and) Methylisothiazolinone (and) Propylene Glycol	colorless to yellow solution		<ul style="list-style-type: none"> ○ broad spectrum activity against bacteria, yeast, mold ○ fast-acting ○ effective up to pH 8.0 max. ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners 	0.05–0.12%
suttocide™ A preservative	Sodium Hydroxymethylglycinate	clear to pale yellow solution		<ul style="list-style-type: none"> ○ broad-spectrum preservation ○ long history of use for efficacy ○ fast-acting ○ effective pH: 3.5–12 ○ global use⁽⁵⁾ 	<ul style="list-style-type: none"> ○ shampoos ○ conditioners ○ gels ○ styling creams/lotions 	0.5–1.0%

⁽⁵⁾ For country-specific details, please contact your account manager ⁽⁴⁾ Patent pending

aromatics with antimicrobial properties

trade name	INCI name	description/form	features/benefits	applications	use levels
conarom™ P-2 aromatic	Phenethyl Alcohol (and) Caprylyl Glycol (and) Propanediol (and) Polyglyceryl-4 Laurate/Sebacate (and) Polyglyceryl-6 Caprylate/Caprate (and) Aqua (Water)	nature-identical fragrance additive with naturally derived emulsifier system	<ul style="list-style-type: none"> mild rose-like aroma, containing naturally derived nature identical ingredients aromatic ingredient that provides broad-spectrum protection complements aroma of final product effective pH range 4–8 	<ul style="list-style-type: none"> shampoos conditioners gels mousses styling creams/lotions pomades, waxes, pastes 	0.3–2.0%

opacifiers/pearlizers

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
antara™ 430 polymer (Sold as Polectron™ in the USA)	Styrene/VP Copolymer	fluid, milky white emulsion; 40% solids		<ul style="list-style-type: none"> opacifier forms strong, light-stable films with high water resistance high acid tolerance dye acceptor in hair color preparations 	<ul style="list-style-type: none"> conditioners acid rinses permanent wave solutions gels hair colorants cream developers 	up to 1.0% solids
cerasynt™ IP stearate ester	Glycol Stearate (and) Stearamide AMP	white to cream colored flakes		<ul style="list-style-type: none"> imparts pearlescence, opacity 	<ul style="list-style-type: none"> shampoos styling creams/lotions 	up to 2.0% solids
cerasynt™ PA stearate ester	Propylene Glycol Stearate	white to cream colored flakes		<ul style="list-style-type: none"> imparts pearlescence, opacity 	<ul style="list-style-type: none"> shampoos styling creams/lotions 	up to 2.0% solids

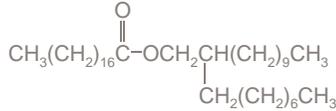
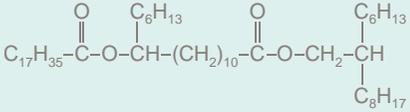
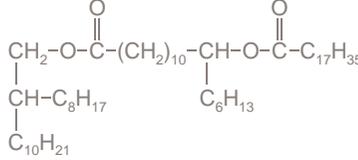
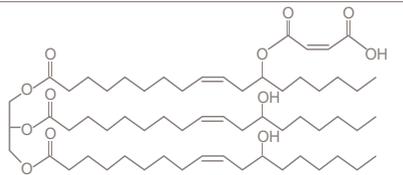
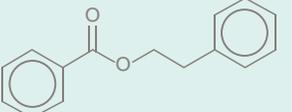
emulsifiers

trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
cerasynt™ 945 stearate ester	Glyceryl Stearate (and) Laureth-23	flake	$\begin{array}{c} \text{O} \quad \text{OH} \\ \parallel \quad \\ \text{C}_{17}\text{H}_{35}-\text{C}-\text{O}-\text{CH}_2-\text{CH}-\text{CH}_2-\text{OH} \\ \\ \text{CH}_3 \text{ CH}=\text{CHCONCH}_2 \text{ CH}_3 \\ \\ \text{C}_6\text{H}_4 \text{ CH}_3 \end{array}$	<ul style="list-style-type: none"> nonionic primary emulsifier high pH tolerance forms opaque gels with mineral oil 	<ul style="list-style-type: none"> hair straighteners styling creams/lotions conditioners 	1.0–3.0%
cerasynt™ SD stearate ester	Glyceryl Stearate	flake	$\begin{array}{c} \text{O} \quad \text{OH} \\ \parallel \quad \\ \text{C}_{17}\text{H}_{35}-\text{C}-\text{O}-\text{CH}_2-\text{CH}-\text{CH}_2-\text{OH} \end{array}$	<ul style="list-style-type: none"> nonionic auxiliary emulsifier emulsion stabilizer 	<ul style="list-style-type: none"> styling creams/lotions conditioners 	0.25–3.0%

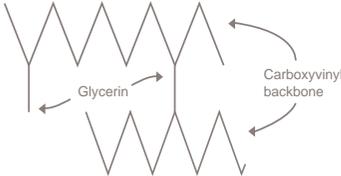
emollients

trade name	INCI name	description/ form	structure	features/benefits	use level	shampoos	shine products	conditioners	styling	hairsprays	pomades, waxes, pastes
esters based on alpha hydroxy acids											
ceraphyl™ 31 ester	Lauryl Lactate	liquid	$\begin{array}{c} \text{O} \\ \parallel \\ \text{CH}_3\text{CHC}-\text{OCH}_2(\text{CH}_2)_{10}\text{CH}_3 \\ \\ \text{OH} \end{array}$	<ul style="list-style-type: none"> plasticizing, de-tackifying agent highly effective emolliency with lubricity improves product slip upon application 	0.3–5.0%	●	●				●
ceraphyl™ 41 ester	C12-15 Alkyl Lactate	liquid	$\begin{array}{c} \text{O} \\ \parallel \\ \text{CH}_3\text{CHC}-\text{OR} \\ \\ \text{OH} \\ \text{R} = \text{C12-15 Mixed Alcohols} \end{array}$	<ul style="list-style-type: none"> effective de-tackifying agent spreads easily when applied dry initial feel with non-oily after-feel provides viscosity building, lather creaminess to shampoos 	0.3–5.0%	●					
ceraphyl™ 50 ester	Myristyl Lactate	soft solid	$\begin{array}{c} \text{O} \\ \parallel \\ \text{CH}_3\text{CHC}-\text{OCH}_2(\text{CH}_2)_{12}\text{CH}_3 \\ \\ \text{OH} \end{array}$	<ul style="list-style-type: none"> imparts lubricity 	0.3–5.0%	●	●				●

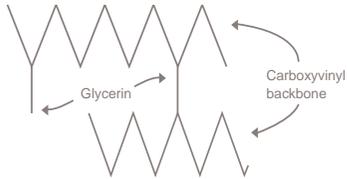
trade name	INCI name	description/ form	structure	features/benefits	use level	shampoos	shine products	conditioners	styling	hairsprays	pomades, waxes, pastes	
light, dry feeling esters												
ceraphyl™ 140A ester	Isodecyl Oleate	liquid	$\text{C}_8\text{H}_{17}-\overset{\text{H}_3\text{C}}{\underset{ }{\text{C}}}-\overset{\text{O}}{\parallel}{\text{C}}-\text{C}_7\text{H}_{17}-\text{CH}=\text{CH}-\text{C}_8\text{H}_{17}$	<ul style="list-style-type: none"> excellent spreadability with dry initial feel drier feel than ceraphyl™ 140 due to branching very little residual after-feel 	0.3–5.0%		●					
ceraphyl™ 230 ester	Diisopropyl Adipate	liquid	$\begin{array}{c} \text{CH}_3 \quad \text{O} \quad \quad \quad \text{O} \quad \text{CH}_3 \\ \quad \quad \parallel \quad \quad \quad \parallel \quad \\ \text{CH}-\text{O}-\text{C}-(\text{CH}_2)_4-\text{C}-\text{O}-\text{CH} \\ \quad \quad \quad \quad \quad \quad \quad \\ \text{CH}_3 \quad \quad \quad \quad \quad \quad \quad \text{CH}_3 \end{array}$	<ul style="list-style-type: none"> effective plasticizer, de-tackifier reduces greasiness of high-oil products spreads rapidly imparts dry initial feel with little to no residual after-feel coupling agent for hydroalcoholic preparations 	0.3–5.0%		●	●	●	●		
general purpose esters												
ceraphyl™ 368M ester	Ethylhexyl Palmitate	liquid	$\text{CH}_3-(\text{CH}_2)_3-\underset{\text{CH}_2\text{CH}_3}{\text{CH}}-\text{CH}_2-\overset{\text{O}}{\parallel}{\text{C}}-(\text{CH}_2)_{14}-\text{CH}_3$	<ul style="list-style-type: none"> non-occlusive non-oily after-feel suitable mineral oil replacement for beach protection formulations no impact on absorbance curves of UV actives 	0.3–5.0%						●	
ceraphyl™ 494 ester	Isocetyl Stearate	liquid	$\text{CH}_3-(\text{CH}_2)_{16}-\overset{\text{O}}{\parallel}{\text{C}}-\text{O}-\underset{\text{C}_6\text{H}_{13}}{\text{CH}_2-\text{CH}}-\text{C}_8\text{H}_{17}$	<ul style="list-style-type: none"> all-purpose lubricant which imparts dry, emollient feel 	0.3–5.0%		●	●	●		●	
esters that impart body												
ceraphyl™ 424 ester	Myristyl Myristate (and) Myristyl Laurate	waxy solid	$\text{CH}_3-(\text{CH}_2)_{12}-\overset{\text{O}}{\parallel}{\text{C}}-\text{O}-(\text{CH}_2)_{13}-\text{CH}_3$	<ul style="list-style-type: none"> enhances spreadability, reduces drag upon product application liquifies upon contact with the body 	0.3–5.0%			●	●		●	
esters with elegant feel												
ceraphyl™ 55 ester	Tridecyl Neopentanoate	liquid	$\text{H}_{27}\text{C}_{13}-\text{O}-\overset{\text{O}}{\parallel}{\text{C}}-\underset{\text{CH}_3}{\underset{ }{\text{C}}}-\text{CH}_3$	<ul style="list-style-type: none"> imparts elegant, light, non-oily feel 	0.3–5.0%						●	
ceraphyl™ 375 ester	Isostearyl Neopentanoate	liquid	$\begin{array}{c} \text{C}_8\text{H}_{17}-\text{CH}_2 \quad \quad \quad \text{O} \quad \text{CH}_3 \\ \quad \quad \quad \parallel \quad \\ \text{HC}-\text{CH}_2-\text{O}-\text{C}-\text{C}-\text{CH}_3 \\ \quad \quad \quad \quad \quad \\ \text{C}_6\text{H}_{13}-\text{CH}_2 \quad \quad \quad \text{CH}_3 \end{array}$	<ul style="list-style-type: none"> improves product spreadability, playtime imparts elegant, light, non-oily feel 	0.3–5.0%							●

trade name	INCI name	description/ form	structure	features/benefits	use level	shampoos	shine products	conditioners	styling	hairsprays	pomades, waxes, pastes
ceraphyl™ ODS ester	Octyldodecyl Stearate	liquid		<ul style="list-style-type: none"> imparts dry initial feel, luxurious mid-feel with a silky after-feel enhances product spreadability exceptional powder binding properties when blended with ceraphyl™ 847 (1:1) 	0.3–5.0%		●	●			●
esters for maximum after-feel											
ceraphyl™ 791 ester (complies to organic certifications, like Ecocert)	Isocetyl Stearoyl Stearate	liquid		<ul style="list-style-type: none"> imparts dry initial feel with lubricious after-feel long-lasting emollient 	0.3–5.0%						●
ceraphyl™ 847 ester (complies to organic certifications, like Ecocert)	Octyldodecyl Stearoyl Stearate	liquid		<ul style="list-style-type: none"> offers dry initial feel with long-lasting cushiony, rich after-feel exceptional pigment dispersing binding properties when blended with ceraphyl™ ODS (1:1) 	0.3–5.0%			●			●
esters with natural appeal											
orchid™ complex OS	Caprylic/Capric Triglyceride (and) Cymbidium Griflorum Flower Extract	liquid		<ul style="list-style-type: none"> enhances product spreadability offers smooth, light, silky after-feel 	0.3–5.0%						●
esters for rinse-off products											
ceraphyl™ RMT ester	Castoryl Maleate	liquid		<ul style="list-style-type: none"> offers clinically-proven moisturization in rinse-off products 	0.3–5.0%	●					
esters with solubilizing capability											
x-tend™ 226 ester	Phenethyl Benzoate	liquid		<ul style="list-style-type: none"> high solubilizing capacity shine enhancement excellent skin feel increases the critical wavelength, the UVA/UVB ratio boosts polymeric shine in hairsprays 	0.3–5.0%					●	●

Lubricants

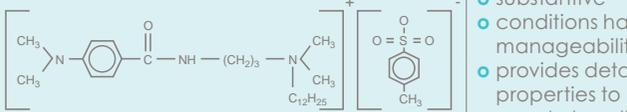
trade name	INCI name	description/ form	structure	features/benefits	applications	use levels
lubrajel™ ⁽⁶⁾ II XD hydrogel	Glycerin (and) Glyceryl Polyacrylate	clear gels	<p>Theoretical structure: Glyceryl Acetate/Acrylic Acid Copolymer</p> 	<ul style="list-style-type: none"> superior moisturization imparts an inviting after-feel, slip excellent lubricity, spreadability, emolliency broad formulation compatibility, long shelf life good auxiliary thickening, suspending power, viscosity enhancement water-soluble cold-processable 		2.0–25.0%
lubrajel™ ⁽⁶⁾ CG hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol					5.0–25.0%
lubrajel™ ⁽⁶⁾ DV hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol					5.0–25.0%
lubrajel™ ⁽⁶⁾ MS hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol					2.0–25.0%
lubrajel™ ⁽⁶⁾ marine	Water (and) Glycerin (and) Sodium PCA (and) Erythritol (and) Chondrus Crispus (and) Xanthan Gum	very pale yellow viscous gel		<ul style="list-style-type: none"> multifunctional ingredient providing sensory, stabilization benefits high natural origin content (over 93% according to ISO 16128-2:2017) 	<ul style="list-style-type: none"> hair treatment gels serums scalp care 	0.3–50.0%
lubrajel™ ⁽⁶⁾ natural skin conditioning gel	Glycerin, Beta-Glucan, Algin, Xanthan Gum					2.0–25%
lubrajel™ ⁽⁶⁾ NP hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer					0.2–5.0%
lubrajel™ ⁽⁶⁾ oil hydrogel	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Propylene Glycol (and) PVM/MA Copolymer					5.0–25.0%
lubrajel™ ^(6,7) PF hydrogel (Paraben-free version of lubrajel™ ⁽⁶⁾ CG)	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer					

⁽⁶⁾ Lubrajel, Lubrasil are registered trademarks of United-Guardian, Inc. ⁽⁷⁾ Also available in paraben-free version

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
lubrasil™(6) microemulsion	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Polysorbate 20 (and) Cyclopentasiloxane (and) Propylene Glycol (and) Dimethiconol		 <p>Theoretical structure: Glyceryl Acetate/Acrylic Acid Copolymer</p>	<ul style="list-style-type: none"> superior moisturization imparts an inviting after-feel, slip excellent lubricity, spreadability, emolliency broad formulation compatibility, long shelf life good auxiliary thickening, suspending power, viscosity enhancement water-soluble cold-processable 	<ul style="list-style-type: none"> hair treatment gels 	5.0–25.0%
lubrasil™(6) II DM microemulsion	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Laureth-23 (and) Dimethicone	clear gels				2.5–10.0%
lubrasil™(6) II SB microemulsion	Glycerin (and) Glyceryl Acrylate/Acrylic Acid Copolymer (and) Laureth-23 (and) Cyclopentasiloxane (and) Dimethiconol					3.0–15.0%

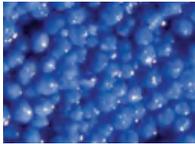
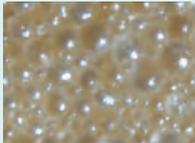
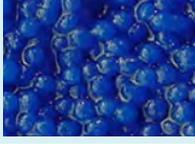
(6) Lubrajel, Lubrasil are registered trademarks of United-Guardian, Inc.

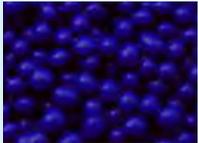
hair protectants

trade name	INCI name	description/form	structure	features/benefits	applications	use levels
escalol™ HP hair protectant ⁽¹⁾	DimethylPABamidopropyl Laurdimonium Tosylate	100% active powder		<ul style="list-style-type: none"> protects hair from UV light substantive conditions hair giving it body, manageability provides detangling, anti-static properties to hair easy to handle broad raw material compatibility 	<ul style="list-style-type: none"> gels mousses styling sprays serums hair treatment pomades, waxes, pastes conditioners 	0.1–0.5% solids
escalol™ HP 610 hair protectant ⁽¹⁾	DimethylPABamidopropyl Laurdimonium Tosylate (and) Water (and) Propylene Glycol Stearate	creamy waxy solid				

(1) Patented technology

captivates™ encapsulates

trade name		size (microns)	INCI	description/benefits
captivates™ HC0001		visible 500–700	Water (Aqua) (and) Butyrospermum Parkii (Shea Butter) (and) Ultramarines (C.I. 77007) (and) Gelatin (and) Acacia Senegal Gum (and) Titanium Dioxide (C.I. 77891) (and) Propylene Glycol (and) Diazolidinyl Urea (and) Xanthan Gum (and) Methylparaben (and) Propylparaben	moisturizing shea butter capsule Blue shea butter capsules. Suitable for emulsions (creams, lotions) as well as rinse-off formulations.
captivates™ HC0002		visible 1250	Paraffinum Liquidum (and) Water (Aqua) (and) Gelatin (Marine, Fish) (and) Acacia Senegal Gum (and) Tocopherol Acetate (and) Prunus Persica (Peach) Kernel Oil (and) Mica (and) Titanium Dioxide (and) Propylene Glycol (and) Xanthan Gum (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben	pearl capsule Pigmented blend of mineral oil, vitamin E acetate, peach kernel oil. For use in rinse-off formulations.
captivates™ HC0009		visible 1500	Paraffinum Liquidum (and) Water (Aqua) (and) Gelatin (and) Acacia Senegal gum (and) Propylene Glycol (and) Ethylhexyl Methoxycinnamate (and) Titanium Dioxide (C.I. 77891) (and) Xanthan Gum (and) Mica (C.I. 77019) (and) Phenoxyethanol (and) Methylparaben (and) Tocopherol Acetate (and) Chromium Oxide Greens (C.I. 77288) (and) Green 6 (C.I. 61565) (and) Ferric Ferrocyanide (C.I. 77510)	green/blue iridescent capsule Containing mineral oil, vitamin e acetate. Suitable for rinse-off applications.
captivates™ HC0012		visible 1250	Water (Aqua) (and) Butyrospermum Parkii (Shea Butter) (and) Gelatin (and) Acacia Senegal Gum (and) Mica (and) Helianthus Annuus (Sunflower) Seed Oil (and) Titanium Dioxide (and) Phenoxyethanol (and) Xanthan Gum (and) Red 30 (C.I. 73360) (and) Carmine (C.I. 75470) (and) Benzoic Acid (and) Dehydroacetic Acid	moisturizing shea butter capsule Containing pigmented shea butter. Suitable for leave-on, rinse-off.
captivates™ HC4408		visible 750–1000	Water (Aqua) (and) Trimethylsiloxyphenyl Dimethicone (and) Gelatin (and) Acacia Senegal Gum (and) Phenoxyethanol (and) Xanthan Gum (and) Benzoic Acid (and) Dehydroacetic Acid	hair shine bubble capsule Containing Si-Tec™ PTM 1000 for hair shine. Colorless capsule for air bubble effect. Suitable for rinse-off, leave-on formulations.
captivates™ GL7833		approximately 1300	Water (Aqua) (and) Bambusa Arundinacea Stem Extract (and) Algin (and) C.I. 77007 (Ultramarines) (and) Phenoxyethanol (and) Caprylyl Glycol (and) Calcium Chloride (and) Chondrus Crispus (Carrageenan) (and) Hydrochloric Acid	exfoliation bead Blue capsules filled with bamboo particles released on dem. Suitable for rinse-off, leave-on formulations.
captivates™ GL7542		approximately 1000	Water (Aqua) (and) C.I. 77288 Chromium Oxide Green) (and) Algin (and) Calcium Chloride (and) Phenoxyethanol (and) Agar (and) Benzoic Acid (and) Dehydroacetic Acid (and) Sodium Hydroxide	color burst bead Universal Green. The capsules break during usage, color the foam green. Suitable for rinse-off formulations.

trade name		size (microns)	INCI	description/benefits
captivates™ GL7990		approximately 1000	Water (Aqua) (and) Algin (and) C.I. 73360 (Red 30) (and) Calcium Chloride (and) Gellan Gum (and) Glycerin (and) Phenoxyethanol (and) Caprylyl Glycol (and) PVPv	color burst bead Universal Red. The capsules break during usage, color the foam red. Suitable for rinse-off applications.
captivates™ GL7975		approximately 1000	Water (Aqua) (and) C.I. 77007 (Ultramarines) (and) Algin (and) Calcium Chloride (and) Gellan Gum (and) Phenoxyethanol (and) Caprylyl Glycol (and) Butylated PVP	color burst bead Universal Blue. The capsules break during usage, color the foam blue. Suitable for rinse-off formulations.
captivates™ GL7620		approximately 1300	Water (Aqua) (and) Mica (and) C.I. 77891 (Titanium Dioxide) (and) Phenoxyethanol (and) Caprylyl Glycol (and) Algin (and) Hydroethylcellulose (and) Calcium Chloride (and) Gellan Gum (and) C.I. 73360 (Red 30) (and) Glycerin (and) PVP	color shift capsules White capsules that transition to pink on rub out. Suitable for rinse-off, leave-on formulations.
captivates™ GL7878		approximately 3500	Water (Aqua) (and) C.I. 77891 (Titanium Dioxide) (and) Algin (and) C.I. 73360 (Red 30) (and) Phenoxyethanol (and) Caprylyl Glycol (and) Chondrus Crispus (Carrageenan) (and) Calcium Chloride (and) Glycerin (and) PVP	pink shimmer capsules Releases pink pearlescent shimmer on rub out. Suitable for leave-on formulations.
captivates™ GL7615		approximately 1300	Water (Aqua) (and) Chondrus Crispus (Carrageenan) (and) Phenoxyethanol (and) Agar (and) Mica (and) Potassium Chloride (and) C.I. 77891 (Titanium Dioxide) (and) C.I. 77491 (Iron Oxides) (and) Benzoic Acid (and) Silica (and) Dehydroacetic Acid (and) Xanthan Gum (and) Glucose (and) Tin Oxide	stard gold capsules Suitable for rinse-off formulations, hair styling gels.

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