

Title: Transforming Hair Mask	Formulation #: KL5-22/1
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Incredible high-oil hair mask that transforms from a cream to an oil upon rubbing! Celltice enables the high oil load through unique Pickering emulsification, and is proven to reduce sebum on contact. A perfect starting point for a moisturization hair treatment formulation that will WOW your consumer!

Feature	Product Type	Product Function	Method
	Leave-in Hair Treatment	Moisturization, Repair	Cold process

Key Ingredients

Trade Name	INCI / OTC Name	Wt%
Phase A		
Deionized Water	Water	26.10
Keltrol® CG-T (CP Kelco)	Xanthan Gum	0.20
Aristoflex AVC (Clariant)	Ammonium Acryloyldimethyltaurate/VP Copolymer	0.50
Glycerin (Various)	Glycerin	10.00
NeoDefend (Lotioncrafter)	Gluconodelta Lactone (and) Sodium Benzoate	1.00
Potassium Sorbate (Various)	Potassium Sorbate	0.10
Celltice™ WM (Renmatix)	Water (and) Acer Rubrum Extract (and) Glycerin	20.00
Phase B		
Evening Primrose Oil	Oenothera Biennis (Evening Primrose) Oil	1.00
AMA Oil (Centerchem)	Helianthus Annuus (Sunflower) Seed Oil (and) Amaranthus Caudatus Seed Extract (and) Diisostearyl Malate (and) Rosmarinus Officinalis (Rosemary) Leaf Extract	1.00
Borage Oil	Borago Officinalis (Borage) Oil	0.10
Soybean Oil (Various)	Glycine soja (Soybean) Oil	40.00

Instructions:

In main vessel weigh water. Disperse Keltrol CG-T. Dissolve Glycerin, Potassium Sorbate, Neodefend. Disperse Celltice WM. Mix until uniform.

In separate vessel combine Evening Primrose, Borage, AMA and Soybean Oils. Mix until uniform, add to main vessel under rapid mixing. Homogenize thoroughly.

Slowly sprinkle Aristofex AVC into batch with rapid mixing. Lightly homogenize if needed.

pH: 4.22

Viscosity: 151,000

**Brookfield LVDVII+ TF @ 6 rpm 1 min. Helipath on.*

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