

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	EASYNOV™	2.00%
	Coconut oil	8.00%
	Tetradibutyl pentaerithrityl hydroxyhrocinnamate	0.05%
	Dimethicone/Cyclopentasiloxane	1.00 %
	Fragrance	0.40%
	SEPICIDE™ HB	1.00%
B	D.I. Water	Up to 100%
	Glycerine	6.00%
	EDTA-Naz	0.05%
	SEPIPLUS™ 400	1.50%
C	AQUAXYL™	2.00%
	D panthenol	0.5%
	Tocopherol	0.05%
	Polyester-11	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 hydroxyhrocinnamate: 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