



- Aspect: Fluid shampoo
- Packaging: Bottle
- Purify & protect your scalp thanks to this gentle shampoo!
- FLUIDIPURE™ 8G shows a significant efficacy versus placebo after 28 days when tested on 23 Asian volunteers. It reduces dandruff by 2.6, itching by 3 and scalp odors by 1.7.
- AMONYL™ 675SB gives a light and stable foam followed by a hair conditioning effect.
- ORAMIX™ NS 10 softly cleans hair and brings a stable abundant foam.
- SEPIMAX ZEN™ makes the foam more stable, softer and creamier. While maintaining foaming capacity of the formula.
- A purifying shampoo for sensitive scalps!



AS40082-1703

Formula		
A	Aqua/ Water <b>SEPIMAX ZEN™</b>	Up to 100% <b>1.00%</b>
A2	Ammonium Laureth Sulfate Ammonium Lauryl Sulfate Cocamide MEA	12.00% 6.00% 0.50%
A3	<b>AMONYL™ 675SB</b> <b>ORAMIX™ NS 10</b>	<b>8.00%</b> <b>2.00%</b>
B	<b>FLUIDIPURE™ 8G</b> Citric Acid Preservatives Sodium Chloride	<b>2.50%</b> 0.10% 0.15% 0.20%

Procedure Pilot-9000g	
Phase A: Weigh water and SEPIMAX ZEN, homogenize. Add ingredients of phase A2 under agitation and heat to 80°C until have an homogeneous mix. Cool down to 60-75°C, add phase A3. Homogenize. Cool down to 45°C, add ingredients of phase B one by one into phase (A+A2+A3) under agitation. Homogenize.	

Characteristics	
Appearance	Fluid shampoo
pH	5.4
Viscosity 1M at RT	10000 mPa.s Brookfield S63S6
Viscosity 1M at 45° C	1000 mPa.s Brookfield S62S6
Viscosity recovery at RT (after 1M at 45° C)	8500 mPa.s Brookfield S63S6
Stability*	Stable after 1M at 4° C, RT & 45° C
Challenge test	A category according ISO 11930:2012

## Raw materials from SEPPIC

### SEPIMAX ZEN™

#### Polyacrylate Crosspolymer-6

Powder polymer with a MAXIMUM resistance to electrolytes thanks to its high associative behavior. Stable from pH 2 to 8, it enables the creation of formulas with a specific skin feeling, included foaming formulas: rich, velvety and elegant. It is now possible to formulate transparent aqueous gels, cream-gels and emulsions with any kind of active ingredients and to achieve ZEN.

### AMONYL™ 675SB

#### Cocamidopropyl Hydroxysultaine

Provides a fine foam that is stable over time. Provides significantly greater conditioning properties compared to classical betaines.

### ORAMIX™ NS 10

#### Decyl Glucoside

Very well-tolerated surfactant from vegetal origin, This gentle cleanser provides an abundant, stable foam. Cosmos, Ecocert and Natrue approved.

### FLUIDIPURE™ 8G

#### Hexylene Glycol and Capryloyl Glycine and Xylitylglucoside

This is pure protection from head to toe! Thanks to its liquid form, FluidiPure™8G, glycine and sugar biovector, makes it easy to control sebum, fight dandruff, decrease irritation, control body and scalp odor and restore the skin's acidic mantle. FluidiPure™8G participates to the microbial protection of cosmetic formulations and its gentleness makes it the perfect match for sensitive skins.

## Other raw materials...

Schülke & Mayr

- Preservative: Benzyl Alcohol, Methylchloroisothiazoline, Methylisothiazoline: **EUXYL K100**

Other suppliers

- Ammonium Laureth Sulfate: **RSAW EAC 70/ZA (HUNAN RESUN-AUWAY)**
- Ammonium Lauryl Sulfate: **RSAW AL70/ZA (HUNAN RESUN-AUWAY)**
- Cocamide MEA: **COMPERLAN 100C (BASF)**