

BnH AUDACIOUS CREATION BODY AND HAIR RED DYE CREAM



- **Appearance:** dark red cream with mother-of-pearl
- **Packaging:** pump

- **This creative colouring cream is multifunctional.**

The BnH, Body and Hair cream, makes your Hair and Body fun with red hair and/or an ephemeral tattoo on body! An easy water rinse makes this audacious break disappear as a magic wand.

- **SEPIMAX™ ZEN is the perfect polymer to suspend, stabilize and disperse mother-of-pearl. It has a good compatibility with 10% ethanol.**
- **EMOSMART™ V21 is the key ingredient to produce a distinctive light and non-sticky touch while making the cream glow and giving easy spreading without using silicone.**
- **A unique sensorial experience to try it!**



AS4064 - 1602

Formula

A	Water SEPIMAX™ ZEN	Up to 100% 2.00%
B	Alcohol Triethanolamine Octylacrylamide and Acrylates and Butylaminoethyl Methacrylate Copolymer	10.00% 0.07% 0.25%
C	Synthetic Fluorophlogopite and Iron Oxide Mica and Titanium Dioxide and Iron Oxides	8.00% 2.00%
D	EMOSMART™ V21 BIOEXTENDER™ SPE SEPICAP™ MP D-Panthenol Phenoxyethanol and Ethylhexylglycerin Caprylyl Glycol and Ethylhexylglycerin Fragrance	2.00% 2.50% 3.00% 0.50% 0.70% 0.30% 0.10%

Procedure

Versamix - Rotor Stator (7000g)

Add water into main kettle, then add Sepimax ZEN, homogenize it for 4 mins at 4000rpm, then stir it until it uniformly. Mix phase B in a side beaker until clear, then add phase C into it, mix it well. Then add phase B&C into main kettle, mix it uniformly. Add phase D, mix it uniformly.

Characteristics

Appearance	Dark red cream with mother-of-pearl
pH	6.25
Viscosity 1M at RT	15,000 mPa.s BROOKFIELD S3S6
Viscosity 1M at 45° C	13,400 mPa.s BROOKFIELD S3S6
Viscosity recovery at RT (after 1M at 45° C)	16,000 mPa.s BROOKFIELD S3S6
Stability*	1M Stable at RT / 45° C/-18°C Stable after 1M of freeze/thaw cycles -5 / +40° C

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: 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.

EMOSMART™ V21

C18-21 Alkane

EMOSMART™ V21 is a high-purity, non polar and biodegradable emollient. It shows an excellent compatibility with all types of oils. It allows to obtain fresh textures with a soft finish and matt veil. Inert and stable, it can be used in all types of applications, even in extreme conditions (pH, oxidizing/reducing media...).

BIOEXTENDER SPE

Hydrolyzed Rhodophyceae Extract

Red algae extract, rich in minerals, which brings sulfur amino acid to hair. The hair fiber is stronger and resists to daily aggressions for a supple hair.

SEPICAP™ MP

Sodium Cocoyl Amino Acids and Potassium Dimethicone PEG-7 Panthenyl Phosphate

Thermo active multiprotector for stressed and sun-damaged hair, blow-drying, pollution or chemical treatments, biovector of amino acids and panthenol, SEPICAP™ MP contributes to combat the harmful effects of oxidative stress. It simultaneously protects the integrity of the hair shaft and root as well as it smoothes scales.

Other raw materials...

- Octylacrylamide and Acrylates and Butylaminoethyl Methacrylate Copolymer: Amphomer (AkzoNobel)
- Synthetic Fluorophlogopite and Iron Oxide: Coloma SynCranberry (MERCY)
- Mica and Titanium Dioxide and Iron Oxides: Colorna Mica Black (MERCY)
- D-Panthenol (DSM)
- Phenoxyethanol & Ethylhexylglycerin: Euxyl PE9010 (SCHÜLKE & MAYR)
- Caprylyl Glycol Ethylhexylglycerin: Sensiva SC10 (SCHÜLKE & MAYR)
- Fragrance: 86414738 (DROM)