

SEPPIC**AS40030**

AMINO ACID SHAMPOO Japanese concept – Sulfate free

**O/W
Emulsion***Development
Seiwa Kasei*

- Fluid white shampoo
- Packaging : bottle
- **SEPIMAX™ ZEN stabilizes and thickens sulfate free formula while also providing volume and smoothness to the foam**
- **PROTEOL™ APL creates ample white, luxurious foam**
- **Sensation of softness during the shampoo**

Formula sensory evaluation

6 panels; 2pts for the best, 1 for the second best and 0 for the poorest and the sum of the points became the total evaluated value.



AS40030 - 1211

Formula

A	Polyquatemium-10 SEPIMAX™ ZEN	0.20% 1.00%
B	Aqua / Water	Up to 100%
C	PROTEOL™ APL ORAMIX™ NS 10 AMONYL™ 380 BA Cocamide DEA Glycol Distearate	10.00% 10.00% 10.00% 2.00% 2.50%
D	Sodium Lauroyl Silk Amino Acids	10.00%
E	Citric Acid Phenoxyethanol & Ethylhexylglycerin Parfum / Fragrance	Up to 0.50% Up to

Procedure

Add A to B gradually & heat up to 80°C.
Add the phase C into the precedent mixture and stir until uniformly dispersed.
Then, add the phase D and cool down to 60°C.
Add the phase E and stir until uniformly dispersed.

Characteristics

Appearance	White emulsion
pH	5.5 to 6.5
Viscosity 1M at RT	4000 to 5000 mPa.s 25°C Brookfield viscometer n°3, 12rpm

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.

PROTEOL™ APL

Sodium Cocoyl Apple Amino Acids

Fruit surfactant, derived from apple juice essential amino acids, for a gentle approach: gentle approach for the touch, for the skin & the eyes and also for the environment.

ORAMIX™ NS10

Decyl Glucoside

Very well-tolerated surfactant from vegetal origin, This gentle cleanser provides an abundant, stable foam.

AMONYL™380 BA

Cocamidopropyl Betaine

Provides a fine foam that is stable over time. Ecocert validated.

Other raw materials...

- Polyquatemium-10 : **Reogard MGP (LION)**
- Cocamide DEA : **Amisol CDE (KAWAKEN FINE CHEMICALS)**
- Glycol Distearate : **Ayacol EGS-D (SEIWA KASEI)**
- Sodium Lauroyl Silk Amino Acids : **Promois EFLS-C (SEIWA KASEI)**
- Phenoxyethanol & Ethylhexylglycerin : **Euxyl PE 9010 (SCHÜLE & MAYR)**

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* Our stability protocols are available at your request.

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