



HAIR CARE

# AS40166 | ECO SHAMPOO

## Nourishing cleanser for dry hair



High biodegradability

Easily rinsed-off

Good foaming and anti-frizz performances

\* Data provide from OECD tests, QSAR calculations, products SDS and literature.

LZ203409-2010

A	Aqua/Water	Up to 100%
	Tetrasodium Glutamate Diacetate	0.20%
	Polyquaternium-10	0.25%
	<b>ORAMIX™ L30 EF</b>	<b>8.00%</b>
	<b>PROTEOL™ OAT PF</b>	<b>5.00%</b>
	<b>AMONYL™ 675 SB</b>	<b>12.00%</b>
	<b>ORAMIX™ NS 10</b>	<b>1.00%</b>
	<b>XYLISHINE™</b>	<b>3.00%</b>
	Benzyl Alcohol	0.60%
	Sodium Benzoate	0.50%
	Citric Acid (25% solution)	qs pH 5.3

With WESOURCE



**Clear liquid slightly yellow/** Challenge test: Criteria A /  
**Packaging: Bottle**

**pH: 5.3 / VISCOSITIES: 1M at RT:**

2,200 mPa.s Brookfield LV3-6

**Recovery at RT (after 1M at 45°C):**

2,200 mPa.s Brookfield LV3-6.

**STABILITY:** 1M at RT, 45°C and 4°C.

**FORMULATION ADVICES: Laboratory scale - 300 g - Anchor**  
Add all ingredients one by one in the mentioned order until its total dissolution.



**Formulated without silicones or alkyl ether sulfates, this moisturizing shampoo combines sustainability and performances!**

*A sustainable shampoo to pamper dry hair*

This shampoo was designed to **limit environmental impact:** active matter content was reduced to **8.5%** and ingredients were selected for **their biodegradability profile.**

As a consequence, non-biodegradable ingredients release in water was reduced while **product rinsability** was optimized to **limit water consumption** at consumer stage (*in vitro screening test*).

**ORAMIX™ L30 EF** (Sodium Lauroyl Sarcosinate)

respects the structure of the hair and scalp and provides abundant, light and soft foam.

**ORAMIX™ NS 10** (Decyl Glucoside)

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

**PROTEOL™ OAT PF** (Sodium Lauroyl Oat Amino Acids)

is a mild surfactant, based on oat essential amino acids, which develops good wetting properties and an abundant unctuous foam.

**AMONYL™ 675 SB** (Cocamidopropyl Hydroxysultaine)

provides a fine foam that is stable over time and a significantly greater conditioning properties in comparison to classical betaines.

This optimized combination of surfactants allows the obtention of a **textured gel without thickener that quickly creates a dense and creamy foam** even with only 10.5% a.m!

Shampoo **conditioning efficacy** is ensured by PQ-10, used at low content, while **XYLISHINE™** (Xylitylglucoside and Anhydroxylitol and Maltitol and Xylitol and Pelvetia Canaliculata Extract) **moisturizes and repairs hair: it helps maintain the deep hydration of the hair and protect the fiber.**

As a result, hair fiber is smoothed and **frizz effect limited.**

**ADDITIONAL INGREDIENTS:** Tetrasodium Glutamate Diacetate: **Dissolvine GL 475 (AKZONOBEL)**

/Polyquaternium-10 - **DEKAQUAT 400 (JAN DEKKER)** / Sodium benzoate: **Microcare SB (THOR)** / Benzyl Alcohol: **Microcare BNA (THOR)**

**A formula related to BEAUTY TRILOGY concept.**

More informations available on [seppic.com](http://seppic.com)

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**Air Liquide**  
HEALTH CARE

A company