



# Product Formulation

## Blonde Enhancer Toning Shampoo

PHC-PF-23-054

This natural shampoo helps colored hair last longer. It neutralizes brassy yellow to orange tones of hair. A formulation made from coconut-derived ingredients for a milder and more effective hair care solution.

Phase	Ingredient	INCI	Function	%
A1	Water	Aqua	Diluent	39.44
A2	Polyquaternium-10	Polyquaternium-10	Conditioning Agent	0.60
A3	Tetrasodium EDTA	Tetrasodium EDTA	Chelating Agent	0.50
A4	Neosoft CD	Cocamidopropyl Dimethylamine Lactate	Conditioning Active	2.50
A5	Sufrasoft HS100	Cocamidopropyl Hydroxysultaine	Surfactant	25.00
A6	Sodium Cocoyl Glutamate, 25%	Sodium Cocoyl Glutamate	Surfactant	10.00
A7	Sufravon 869	Potassium Cocoate	Surfactant	10.00
A8	Cetrimonium Chloride	Cetrimonium Chloride	Conditioning Agent	3.00
A9	Glysoft SF	Cocoglycerides	Superfating Agent	1.00
B1	Ceteary Oliviate and Sorbitan Oliviate	Ceteary Oliviate and Sorbitan Oliviate	Emulsifier	1.00
B2	Sufamide 301	Cocamide MEA	Foam booster	1.50
B3	Pearlux EGDS 50	Glycol Distearate	Pearlizer	2.50
C1	Panthenol (and) Propylene Glycol	Panthenol (and) Propylene Glycol	Humectant	1.00
C2	Fragrance		Fragrance	0.50
C3	CI 42090	CI 42090	Colorant	0.01
C4	CI 45100	CI 45100	Colorant	0.75
C5	Phenoxyethanol (and) ethylhexylglycerin	Phenoxyethanol (and) ethylhexylglycerin	Preservative	0.70
<b>TOTAL</b>				<b>100.00</b>

### Formulation Benefits

- ✓ Mild Shampoo formulation
- ✓ Made from coconut-based ingredients
- ✓ With conditioning active for easy combing of hair
- ✓ Helps prolong color of the hair

### Key Ingredients

#### Neosoft CD

- ✓ Cold-processable conditioning active
- ✓ Natural-derived ingredients

✓ ISO 16128: 83%

#### Sufrasoft HS100

- ✓ High foaming amphoteric surfactant
- ✓ Derived from coconut oil
- ✓ California Prop 65 Compliant

#### Sufravon 869

- ✓ Sulfate-free
- ✓ Excellent foaming and cleansing properties

- ✓ Wide compatibility with all types of surfactants

✓ ISO 16128: 99.5%

#### Glysoft SF

- ✓ Natural skin conditioner
- ✓ Derived from vegetable oil
- ✓ PEG and Nitrosamine-Free forming compound

✓ ISO 16128: 100%

#### Sufamide 301

- ✓ Superior foaming and viscosity building
- ✓ Free of allergens and non-GMO
- ✓ ISO 16128: 85%

#### Pearlux EGDS 50

- ✓ Lustrous and sheen effect on finished products
- ✓ Wide spectrum of compatibility in surfactants.

✓ ISO 16128: 88%

All data, formulations and information provided herein have not been comprehensively tested and are not represented as suitable for any particular uses. Statement concerning possible or suggested uses made herein may not be relied upon or be construed as a guaranty of no patent infringement. Users have the sole responsibility and obligation for making preliminary tests to determine the suitability of the sample formulations described herein for any application, to make tests before use in any specific applications, and to confirm the performance, efficacy, safety and regulatory compliance of such products for their particular use.

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## Procedure

- 1 Load Water. Start agitation.
- 2 Add EDTA. Mix until fully dissolved. Start heating to 70- 75°C.
- 3 Add Polyquat-10 while continuing mixing until fully dispersed.
- 4 Add **Neosoft CD**. Mix until homogenous.
- 5 Add **Sufrosoft HS100**. Mix until homogenous.
- 6 Add **Sufravon 869**. Mix until homogenous.
- 7 Add Cetrimonium Chloride. Mix until homogenous. The temperature must be 65 - 70°C.
- 8 Add **Glysoft SF**. Mix until homogenous.
- 9 At 70-75°C , add Cetearyl Oliviate and Sorbitan Oliviate, **Suframide 301**, and **Pearlux EGDS 50**. Mixed until fully melted. Remove from heat.
- 10 Cool down to 40-45°C and add the remaining ingredients. Mix until homogenous.
- 11 Fill in the desired container.

## Specification

Appearance	Pearlized purple liquid
pH (as is)	6.13
Viscosity, cPs	7,170 (10rpm; Spindle 63)

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