



HAIR CARE

EU07383 | DAILY BEAUTIFYING HAIR SERUM

Leave-on minimalist spray



SUNSPASH



BIODEGRADABILITY
Theoretical amount of water or readily biodegradable ingredients presents in mixture.*

Hair moisturizer

Formulated with only 8 essential ingredients!

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

A	Aqua / Water SEPIMAX ZEN™	Up to 100 % 0.40 %
B	FLUIDIFEEL™ EASY EMOGREEN™ L15	3.00 % 5.00 %
C	XYLISHINE™ Phenylpropanol - Propanediol - Caprylyl Glycol - Tocopherol Phenoxyethanol - Ethylhexylglycerin Fragrance	3.00 % 0.50 % 1.00 % 0.12 %

With WESOURCE

Liquide Blanc / Packaging : Spray

pH : 5.5

VISCOSITIES: 1M at RT: 560 mPa.s Brookfield LV4-6

Recovery at RT (after 1M at 45°C): 410 mPa.s Brookfield LV4-6.

STABILITY: 1M at RT & 45°C.

FORMULATION ADVICES: Laboratory scale - 7 Kg - BECOMIX

Add phase A to the tank and stir until SEPIMAX ZEN™ dispersion. Homogenize in a separate beaker ingredients of phase B and emulsion phase B with phase A (12 m/s, 5 minutes). Add phase C to the mix and homogenize.



COLD PROCESS

Minimalism & naturality are the keys to strong & beautiful hair!

FLUIDIFEEL™ EASY & SEPIMAX ZEN™ combination allows to create & stabilize this very fluid (<600 mPa.s) sprayable emulsion. The formulas shows a good sprayability: > 70% (compared with water control - method 57C0036).

FLUIDIFEEL™ EASY (Lauryl Glucoside and Myristyl Glucoside and Polyglyceryl-6 Laurate) Allows the creation of a low viscous & sprayable formula by **cold process**. It brings a **light sensory**.

SEPIMAX ZEN™ (Polyacrylate Crosspolymer-G) Powder polymer with a **MAXIMUM resistance to electrolytes** thanks to its high associative behavior.

EMOGREEN™ L15 brings shine to your hair without weighing it down. **Fibers are reinforced.** (C15-19 Alkane*) (*Natural & Renewable) Non polar & biodegradable, bio-sourced emollient. It's THE alternative to volatile silicone oils. High purity vegetable alkane. Beyond the **lightweight & non-greasy skin feel**, it gives a **powdery finish**. Inert & stable, it can be used in all types of applications, even in extreme conditions (pH, oxidizing/reducing media...).

XYLISHINE™ repairs, moisturizes & protects hair fiber.

(Xylitylglucoside - Anhydroxylitol - Maltitol - Xylitol - Pelvetia Canaliculata Extract)

This active ingredient **moisturizes & repairs the hair**: it helps **maintain the deep hydration** of the hair & **protect the fiber**. Tested *in vivo* on Caucasian or Brazilian hair, the natural sugars of vegetal & marine origin makes the hair glossy & soft. **#Bio-inspiration.**

To be noted: a consumer study (20 volunteers; vs. benchmark) revealed that hair are perceived **brighter (90%) & softer (55%)** when using this formula instead of a market benchmark. 90% of consumers would adopt it.

ADDITIONAL INGREDIENTS: Phenylpropanol - Propanediol - Caprylyl Glycol - Tocopherol: SENSIVA PA40 (SCHÜLKE & MAYR) / Phenoxyethanol - Ethylhexylglycerin: EUXYL PE9010 (SCHÜLKE & MAYR) / Fragrance: PARFUM ABRICOT (EXPRESSIONS PARFUMÉES)

A formula related to Minimalist concept

More informations available on seppic.com

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