

A woman with long, wavy, light brown hair is seen from behind, standing in a vast field of golden wheat. She is wearing a white, short-sleeved, ribbed crop top and blue denim jeans. Her arms are outstretched to the sides, and her hair is blowing in the wind, creating a sense of movement and freedom. The background is a bright, open landscape under a clear sky.

Sulfate-free and
COSMOS suitable
Hair Care

The **COSMOS-standard** defines the criteria that companies must meet to prove to consumers that their products are either organic or natural cosmetics, produced according to the highest possible sustainability practices.**

The Cosmos-standard helps consumers identify truly natural hair care products.



**Cosmos
suitable**

In an effort to live more **sustainably**, younger adults are looking for ways to reduce their environmental footprint, and **they expect brands and retailers to do the same.**

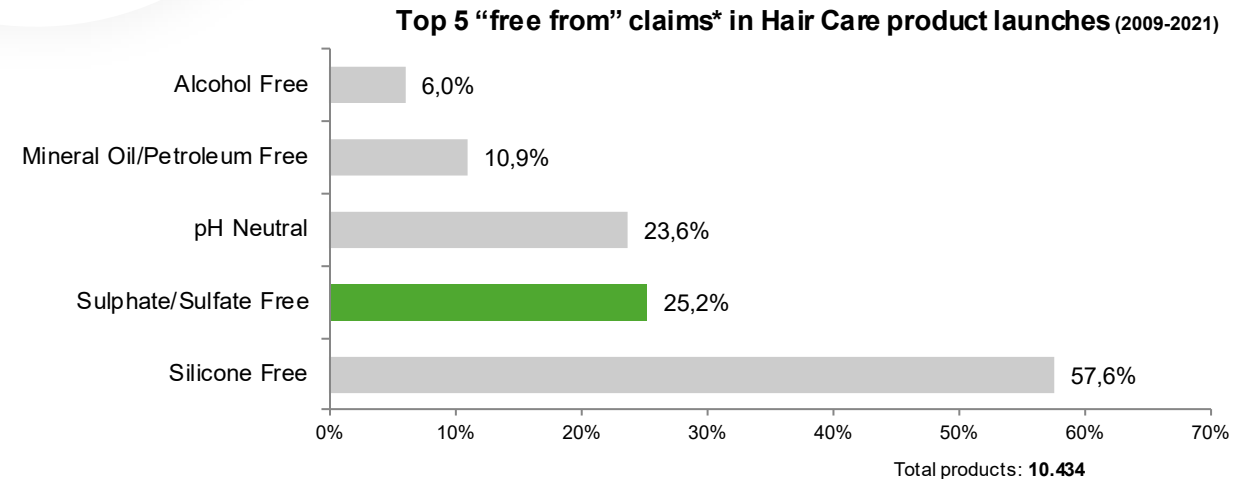
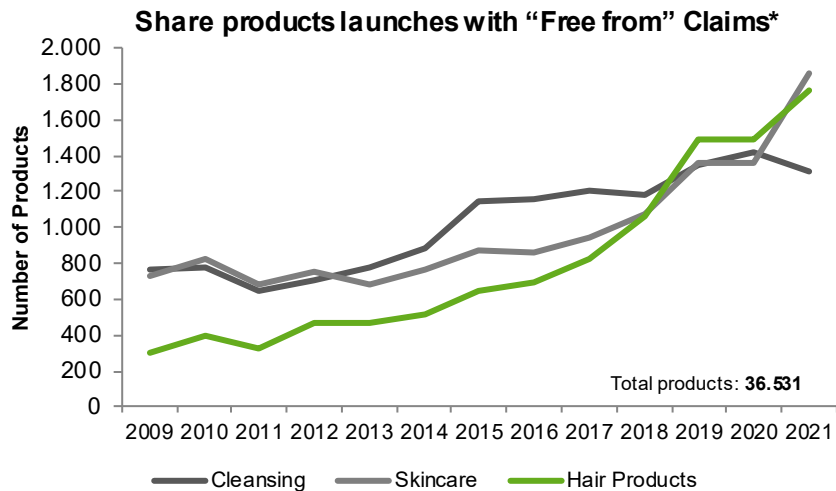
In today's modern world, **sustainability** is at the forefront of consumers' minds, suggesting that broader societal trends also contribute to younger adults' **eco-friendly tendencies.**

Brands must lead the movement on **sustainability** and **zero-waste** in order to respond to and proactively shape this consumer lifestyle shift.*

Sulfate-free claim increases continuously across all categories of Personal Care. The most impacted category is hair care with silicone free and sulfate-free as the most important ones.

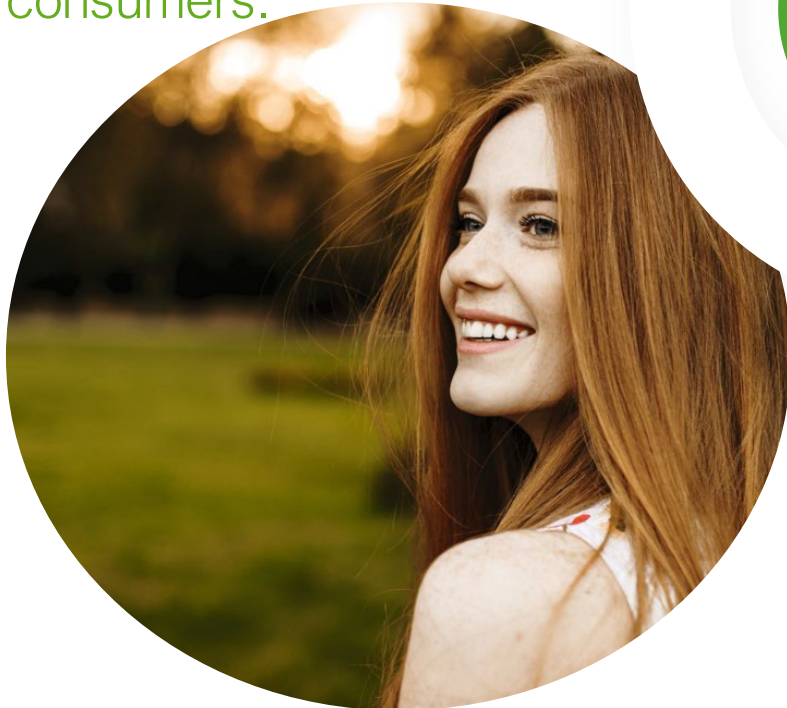
Consumer are demanding hair care products with formulations sulfate-free.

Sulfate-free



ISO 16128 provides guidelines on definition and criteria for natural and organic cosmetic ingredients and products. This guideline allows you to indicate the **percentage of natural origin**.

Having products with high % of Natural Origin is well perceived among consumers.



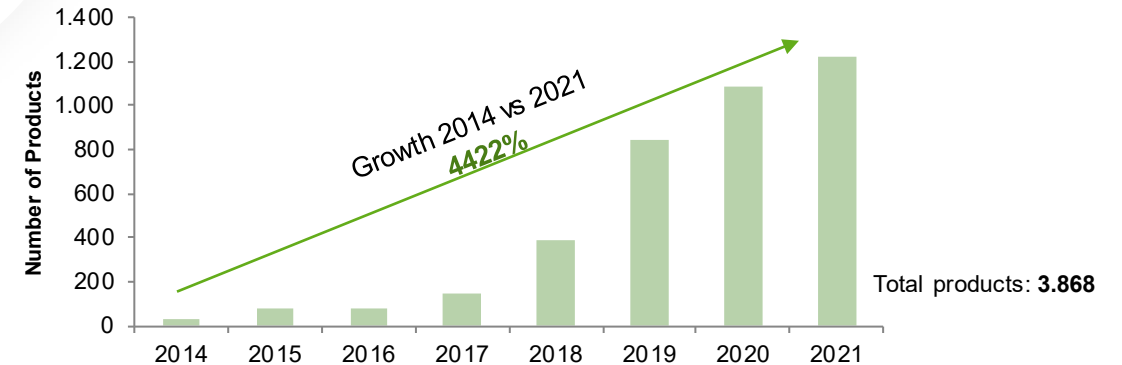
% of Natural origin

ISO 16128 is the internationally agreed standard that cosmetic manufacturers can choose to apply or not, but is not legally binding. It is divided in 2 parts:

Part 1 covers definitions for **ingredients** (published, Feb. 2016).

Part 2 defines rules for calculation of the **natural & organic** content in ingredients and products (published, August 2017).

Hair Care product launches claiming % of Natural Origin



Providing our solutions for Hair Care products with formulation:

Cosmos + Sulfate-free+ >90% Natural Origin

The Cosmos standard can help identify truly environmentally friendly and sustainable products.

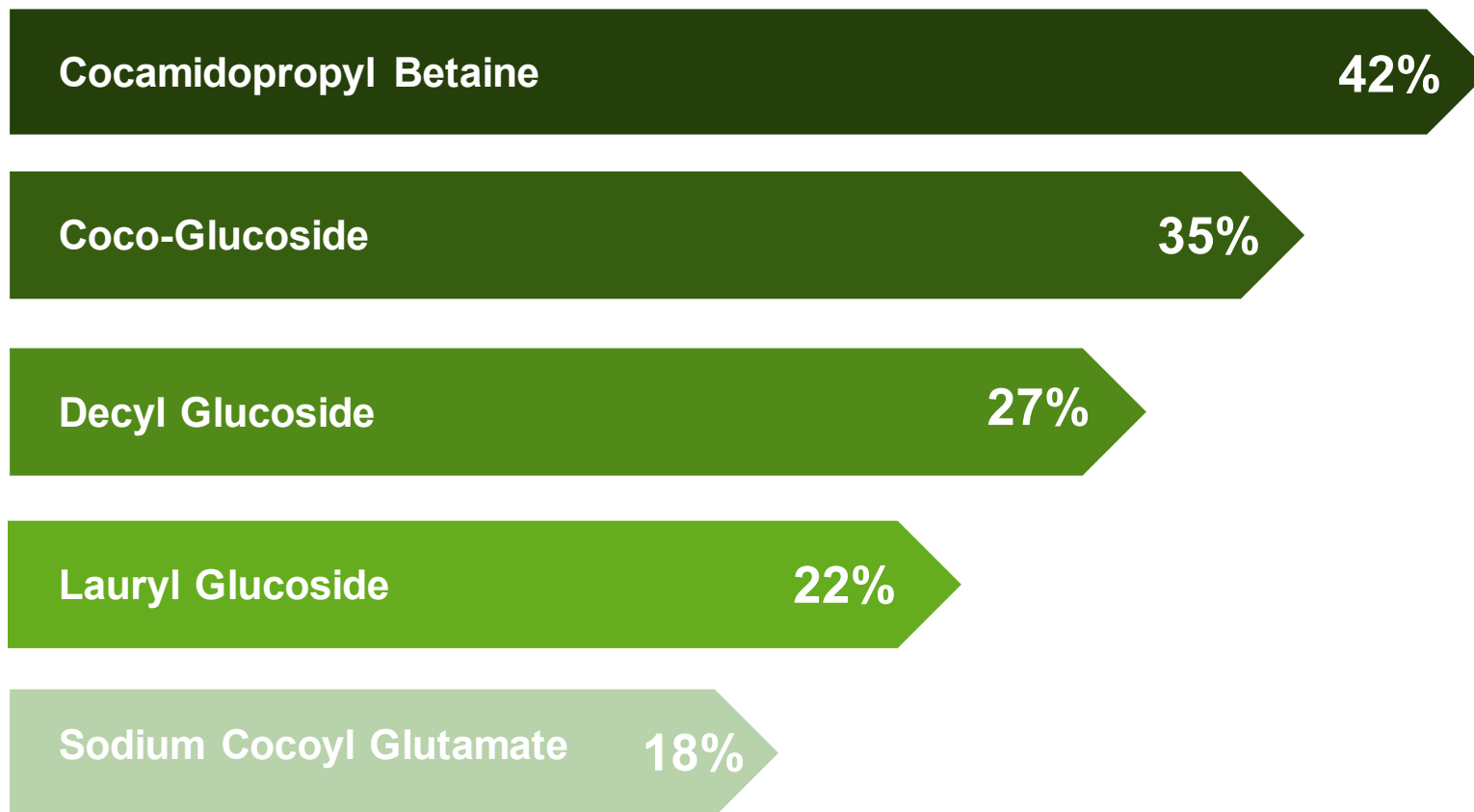


Claiming “% of natural origin” according to ISO16128 provides more transparency for consumers.

Consumers’ demand for Sulfate free products has increased significantly in the last years.



Top 5 most used alternative Surfactants












Total products: **85**



BASF Alternative Surfactant Portfolio

Suitable for Sulfate-Free and COSMOS conformity

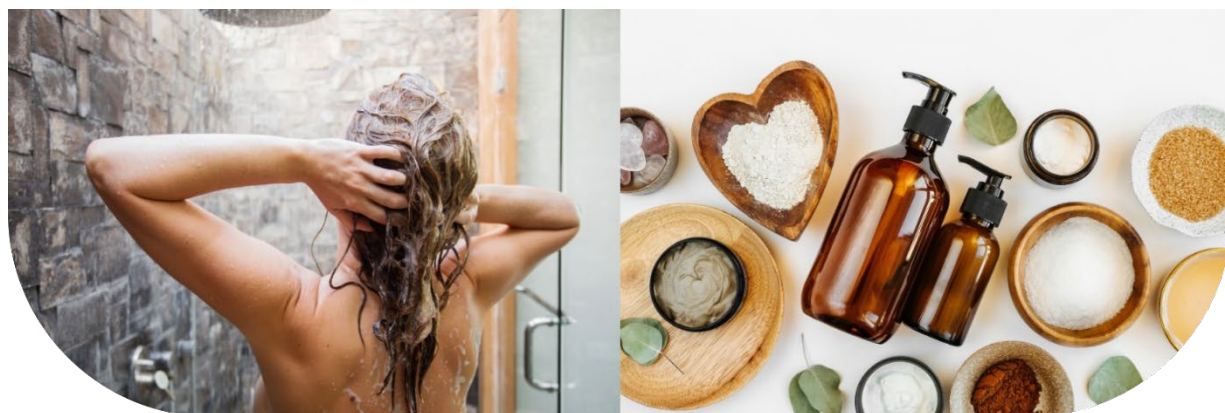
Surfactants	INCI Name	Eco-status	Preservation
Plantacare® Types	Lauryl Glucoside, Decyl Glucoside, Coco-Glucoside, Caprylyl/Capryl Glucoside		no
Plantapon® LGC Sorb *	Sodium Lauryl Glucose Carboxylate (and) Lauryl Glucoside		yes
Plantapon® SF-N *	Sodium Cocoamphoacetate (and) Glycerin (and) Lauryl Glucoside (and) Sodium Cocoyl Glutamate (and) Sodium Lauryl Glucose Carboxylate		no
Plantapon® ACG 50	Sodium Cocoyl Glutamate (INCI in formulations at pH < 8) Disodium Cocoyl Glutamate (as delivered pH 9.5 – 10.5)		no
Plantapon® ACG 35	Sodium Cocoyl Glutamate (INCI in formulations at pH < 8) Disodium Cocoyl Glutamate (as delivered pH 9.5 – 10.5)		no
Dehyton® AB 30 *	Coco-Betaine		no
Dehyton® PK 45 *	Cocamidopropyl Betaine		no
Dehyton® K COS *	Cocamidopropyl Betaine		no
Dehyton® MC *	Sodium Cocoamphoacetate		no

* According to Appendix V.3 – The petrochemical moieties in the products must not exceed a total of 2% of the total finished product



COSMOS suitable & Sulfate Free

Performance meets Sustainability



Shampoos

- Sulfate-Free & Pearly Shampoo
HB-DE-21-038-7
- Sulfate-Free Fluid Shampoo
HB-DE-21-038-11
- Transparent Sulfate Free Shampoo
HB-DE-21-038-17
- Easy Combing Sulfate-Free Shampoo
HB-DE-21-038-30
- Easy Combing Sulfate-Free Shampoo 2.0
HB-DE-21-038-33

All shampoo formulations can be found in our concept.

You can contact us if you would like to know more in detail about them

Transparent Sulfate-Free Shampoo

HB-DE-21-038-17

Clear sulfate-free formulation is designed to provide a gentle and mild cleaning performance. It is suitable for everyday use.

- COSMOS compliance.
- Sulfate free formulation.
- Made with 99% of natural origin*.
- Clear transparent formulation.
- Good combing performance

Key Ingredients:

Dehyquart® Guar TC
Guar Hydroxypropyltrimonium Chloride

Conditioning polymer derived from guar flour, especially designed for transparent to clear rinse off formulations.

Plantacare® 2000 UP
Decyl Glucoside

Nonionic, mild surfactant obtained from renewable, plant-derived feedstock. Suitable for various cosmetic cleansing preparations. Creates a perfect synergy of foaming performance and effective cleansing.

Plantapon® ACG 50
Sodium Cocoyl Glutamate

Anionic surfactant suitable for personal care formulations as mild shampoos.



Transparent Sulfate-Free Shampoo

HB-DE-21-038-17

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	67.00	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Rheocare® XGN	Xanthan Gum	0.45	Rheology modifier
B	Plantacare® 2000 UP	Decyl Glucoside	12.00	Surfactant
	Perfume	Parfum	0.35	Fragrance
	Plantasil® Micro	Dicaprylyl Ether, Decyl Glucoside, Glyceryl Oleate	1.50	Conditioning agent
C	Plantapon® ACG 50	Sodium Cocoyl Glutamate	8.00	Surfactant
D	Water, demin.	Aqua	10.00	
	Dehyquart® Guar TC	Guar Hydroxypropyltrimonium Chloride	0.20	Conditioning agent
	Citric Acid (50% solution)	Citric Acid	q.s.	Neutralizing agent
E	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment

Transparent Sulfate-Free Shampoo

HB-DE-21-038-17

Specifications:

- Viscosity (Brookfield; RVF; spindle 4; 10 rpm; 23°C) 3 800 mPas
- pH Value (23°C) 4.5 – 4.9
- Appearance Transparent and Clear

Perfume:

Düllberg: Kiwi

Manufacturing Process:

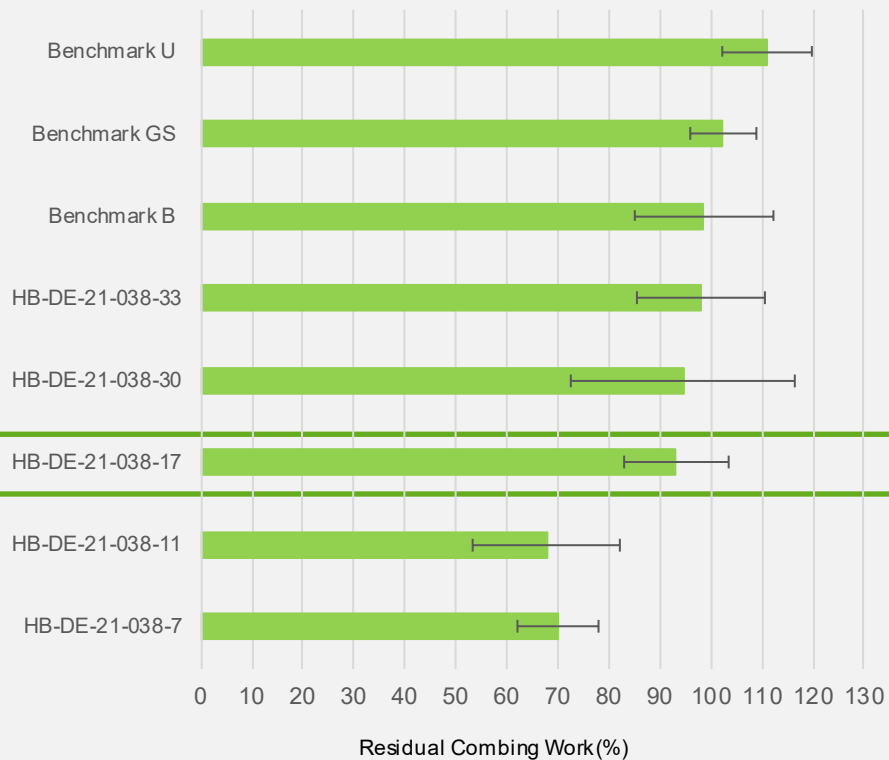
- Phase A : Dissolve sodium benzoate in water. Add Rheocare XGN while stirring and stir until a homogeneous gel is built.
- Phase B: Premix phase B until everything is homogeneous. Then add phase C to phase B.
- Phase D: Add Dehyquart to the water while stirring. Add some drops of citric acid 50% and stir until a clear homogeneous gel is built (at least stir about 15 minutes).
- Add phase B+C to phase A and stir until everything is homogeneous. Add phase D to phase A+B+C and stir until homogeneous. Adjust the pH with phase E.

Performance:

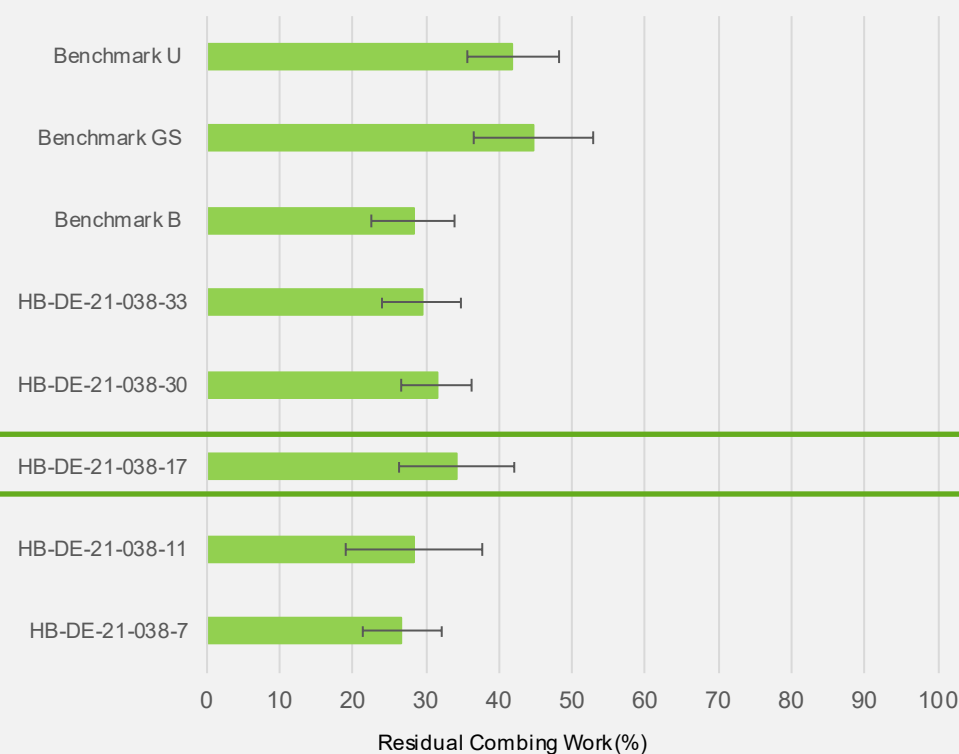
- Residual dry combing work 34.1%
- Residual wet combing work 93.2%

Residual Combing Work

Wet combing



Dry combing





COSMOS suitable & Sulfate-Free

Performance meets Sustainability



Conditioners

- Conditioning Cream
HB-DE-21-038-46
- Pasty Conditioning Cream
HB-DE-21-038-47
- Creamy Conditioner
HB-DE-21-038-48

All conditioner formulations can be found in our concept.

You can contact us if you would like to know more in detail about them

Conditioning Cream

HB-DE-21-038-46

An extra white and creamy formulation that shows excellent conditioning effect with outstanding wet and dry combing work.

- COSMOS compliance.
- Sulfate free formulation.
- Made with 98.3% natural origin*.
- White creamy caring appearance.
- Excellent wet and dry combing work.

Key Ingredients:

Cetiol® SB 45

Butyrospermum Parkii Butter

Special fraction of the natural shea butter, characterized by a high melting point and higher content of unsaponifiable.

Gludain® Kera-PLM

Hydrolyzed Vegetable Protein

The mild ingredient is derived from 100% renewable feedstocks and produced by an enzymatic method (non-GMO). It can be processed cold and qualifies for hair care products with COSMOS.

Dehyquart® Guar HP

Guar Hydroxypropyltrimonium Chloride

High Performance conditioning polymer derived from guar flour, with superior conditioning properties for all kind of opaque/pearlized rinse off formulations.



Conditioning Cream

HB-DE-21-038-46

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	73.80	
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Dehyquart® Guar HP	Guar Hydroxypropyltrimonium Chloride	0.20	Conditioning agent
B	Varisoft EQ 65 MB (Evonik)	Distearoylethyl Dimonium Chloride, Cetearyl Alcohol	5.00	Conditioning agent
	Lanette® O	Cetearyl Alcohol	10.00	Consistency agent
	Cetiol® CC	Dicaprylyl Carbonate	3.30	Emollient
	Cetiol® SB 45	Butyrospermum Parkii Butter	1.00	Emollient
C	Coconut Oil	Cocos Nucifera (Coconut) Oil	5.00	Emollient
	Gludain® Kera-P LM	Hydrolyzed Vegetable Protein	1.00	Active ingredient
	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment
	Perfume	Parfum	0.20	Fragrance

Conditioning Cream

HB-DE-21-038-46

Specifications:

- Viscosity (Brookfield; RVF; spindle 4; 10 rpm; 23°C) 287 500 mPas
- pH Value (23°C) 4.5 – 4.9
- Appearance White

Manufacturing Process:

- Phase A: Heat up the water to 80° C. Add sodium benzoate while stirring at 80° C and after that add Dehyquart Guar HP to phase A at 80° C and add some drops of citric acid and stir until a homogenous gel is built.
- Phase B: Heat up phase B to 90° C. Add phase B to phase A at 80° C and stir until a homogenous emulsion has built.
- Cool down and homogenize the formulation at 50° C.
- Phase C: Add phase C to A+B at 30° C one after another and adjust the pH to 4.5-4.9

Perfume:

Düllberg: Mild Grapefruit

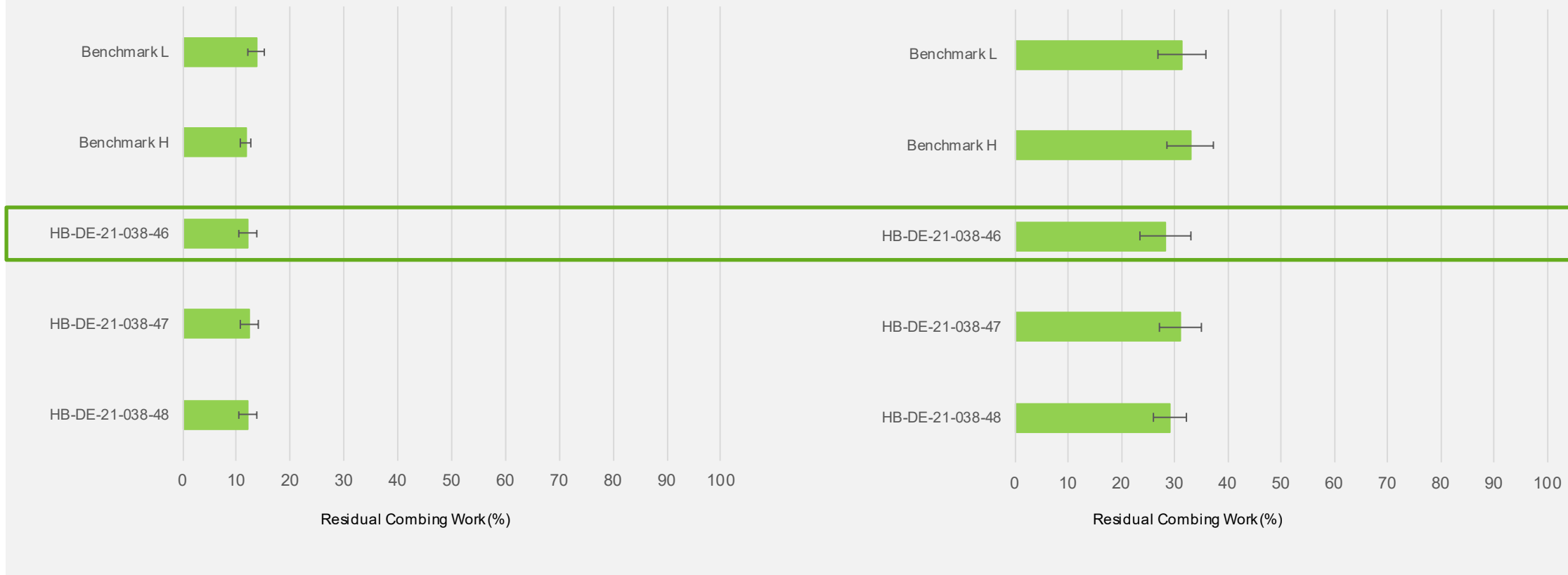
Performance:

- Residual dry combing work 28.4%
- Residual wet combing work 12.0%

Comparison of combing work

Wet combing

Dry combing



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