

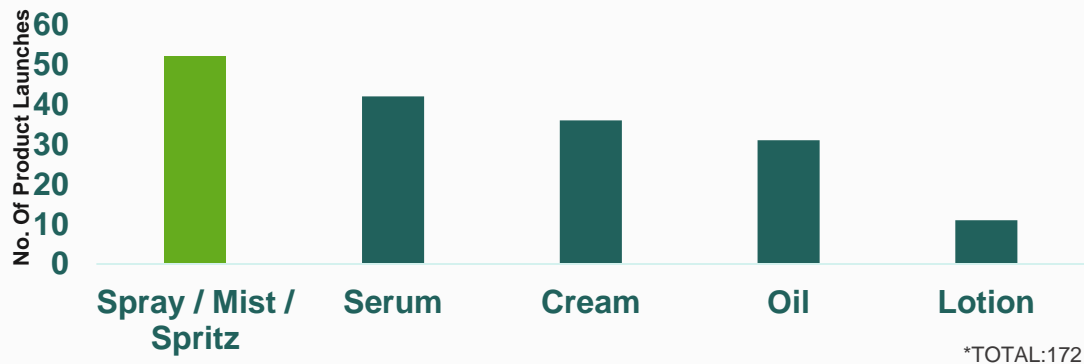


Market trend: 3-Phase Conditioner

Tapas in Barcelona : the perfect blend of small delights



Top 5 textures for hair treatments and conditioners leave-in in launches in Spain (2019-2024)



Time-Speed



% Growth 2023-2024

Hair treatment and conditioners leave-on launches with time /speed, claims in Spain.

Protection



% Growth 2023-2024

Growth in Hair Treatment launches claiming to have a Protect against elements such as protecting from daily aggressions in Spain

Repair



% Growth 2023-2024

Hair treatment and conditioners leave on launches claim to have properties to repair damaged hair in Spain.





3-Phase Conditioner

HB-DE-23-DF-4681583-009

An innovative format with a lightweight texture that absorbs easily delivering deep conditioning and enhancing manageability. It smooths the hair cuticle, reduces frizz, and protects against daily aggressions.

BTC

Chemical Distribution

A brand of BASF – We create chemistry

Main Claims:

Cold Process.

Innovative Format

Alternative to silicones.

Minimalist Formulation (13 INCI's).

99.4 % Natural Origin content**

Enhance manageability. Help to detangle the hair.

Lightweight formulation. No weight down the hair

Product Highlights:



Cetiol® Ultimate

Volatile, ultra fast-spreading and dry emollient; a 100% renewable-based alternative to Cyclomethicone. Ultra light hydrocarbon emollient, provides a silicone oil-like, powdery and waxy-dry skin feel.



Dehyquart® Guar TC

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

Market trend:



Spray is Top 1 texture for Hair care conditioners and hair treatments leave-on launches in **Spain**

2019-2024*

*GNPD. Mintel Conditioner and Hair treatments with claim leave on in Spain 2019-2024

** Renewable Carbon % = Number of natural carbon atoms / Total number of carbon atoms (natural and non natural) X 100



NAME

3-Phase Conditioner

FORMULATION NUMBER

HB-DE-23-DF-4681583-009

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	57.66	
	Sodium Chloride	Sodium Chloride	3.00	Auxiliary
	Glycerin	Glycerin	5.00	Humectant
	Vitamin B12 (<i>alexmo cosmetics GmbH</i>)	Cyanocobalamin	0.02	Colorant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
	Dehyquart® Guar TC	Guar Hydroxypropyltrimonium Chloride	0.10	Conditioning agent
B	<u>Kerasylium™ BC10195</u>	Maltodextrin, Silybum marianum Seed Extract	0.20	Active ingredient
	Castor Oil (<i>alexmo cosmetics GmbH</i>)	Ricinus Communis (Castor) Seed Oil	8.00	Emollient
	Perfume*	Parfum	0.50	Fragrance
C	Cetiol® Ultimate	Undecane, tridecane	25.00	Emollient
	<i>Ext D&C Violet No. 2 (1% sol.) (Sun Chemical)</i>	CI 60730	0.02	Colorant

Specifications

ASPECT

3 phase, light rose, transparent and light violet.

PH VALUE (23°C)

4.8

PERFUME

Düllberg, Green Vanilla



Guide Tip

You can change the Cetiol® Ultimate for Cetiol® iSan if you have a formulation without perfume.

Manufacturing Process

Cold Process: 1. Produce each phase separately 2. Fill first the water phase in the container, then the castor oil phase and then the oil phase with Cetiol Ultimate.

