

Mattifying Styling Men's Cream

HB-DE-24-DF-4877747-001



Main Claims:

- Biopolymer based.
- Natural-matte looking finish.
- Made with 98% Natural Origin.
- Keeping the hair soft and supple.
- Easy application and manageability.
- Non-greasy formula without leaving residues.

Market trend:

+74% growth in hair styling claiming >95% Natural Origin

2022 vs 2023*



Emulgade® Verde 10 MS

Versatile green, robust and flexible emulsifier based on 100% renewable feedstocks which provides enhanced stability in O/W creams.

Verdessence® Rice Touch

100% plant based sensory powder with small particle size provides powdery light. Reduce stickiness and greasiness of formulations, contributes to smoothness and powdery skin feel. Produced from upcycled broken rice.

Cetiol® SoftFeel

Natural, soft-solid emollient made from 100% renewable ingredients. Effective alternative to cosmetic-grade petrolatum.

Elevate the grooming routine with this styling cream. A non-greasy formula provides texture, definition, and manageability allowing to create various hairstyles with ease.

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BTC

Chemical Distribution

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Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	67.19	
	D-Panthenol 75 W	Panthenol	1.00	Active ingredient
	Verdessence® Rice Touch	Oryza Sativa (Rice) Starch	1.00	Oil Absorbent
B	Lanette® O	Cetearyl Alcohol	8.00	Consistency agent
	Cutina® FS 45	Stearic Acid, Palmitic Acid	5.00	Consistency agent
	Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	2.00	Emollient
	Cutina® PES	Pentaerythrityl Distearate	5.00	Consistency agent
	Beeswax (<i>Khalwax</i>)	Cera Alba (Beeswax)	5.00	Structurant
	Coconut Oil (<i>Gustav Heess</i>)	Cocos Nucifera (Coconut) Oil	2.00	Emollient
	Myritol® 318	Caprylic/Capric Triglyceride	2.00	Emollient
	Emulgade® Verde 10 MS	Polyglyceryl-10 Stearate	1.00	Emulsifier (O/W)
C	Perfume*	Parfum	0.30	Fragrance
	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	0.50	Preservative
	Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s	pH Adjustment
	FD&C Blue No. 1 (1% solution)	CI 42090	0.01	Colorant

Manufacturing Process

1. Prepare phase B and heat to 80°C. 2. Prepare phase A and heat to 80°C. 3. Combine the two phases while stirring and homogenize at 60°C with ultra turrax (3000rpm). 4. Add the perfume, adjust the pH to 8.

*Duellberg: Coconut Water and Coriander Leaf Natura

** ISO 16128 iON. When supplier data is not available, NOI is 0



Specifications

Aspect	Light blue cream
pH value (20°C)	8
Viscosity (Brookfield; RVT; spindle TE; 4 rpm; 20°C)	1.225.000 mPa s

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