

Minimalist Repair Shampoo

HB-DE-23-RC-4234604-002



Main Claims:

Made with 97% Natural Origin.

Minimalist formulation (12 INCI's).

Alternative to sulfate surfactants.

Viscous homogeneous flow behavior.

Clear formulation on hand & creamy foam.

Market trend:

+84% shampoo for damage hair and sulfate free.

2017 vs 2023*

BTC

Chemical Distribution

Plantapon® SFA

Natural, very mild and easy-to-handle surfactant blend for liquid rinse-off applications. Ideal for conditioning shampoos as sulfate surfactant alternative.

Lamesoft® PO 65

A natural caring additive derived from 100% natural, renewable feedstocks. For skin cleansing it is The "Biolipid" that softens and moisturizes your skin.

Unlock the secret to repaired hair with our clear sulfate-free, minimalist repair shampoo.

*GNPD. Mintel search shampoo in Europe. 2024

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BTC

Chemical Distribution

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Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	66.59	
	Glycerin	Glycerin	3.00	Humectant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
B	Plantapon® SFA	Lauryl Glucoside, Disodium 2-Sulfolaurate	9.00	Surfactant
	Dehyton® PK 45	Cocamidopropyl Betaine	18.00	Surfactant
	Lamesoft® PO 65	Coco-Glucoside, Glyceryl Oleate	1.50	Conditioning agent
	<u>Kerasylium® BC10195</u>	Maltodextrin, Silybum marianum Seed Extract	0.20	Active Ingredient
	Perfume*	Parfum	0.30	Fragrance
C	Citric Acid (50% solution)	Citric Acid	0.91	pH Adjustment

Manufacturing Process

1. Phase A: Add sodium benzoate and glycerin to the water and stir until everything is completely dissolved. 2. Phase B: Premix the other ingredients (beside citric acid). 3. Add phase B to phase A while stirring slowly. 4. After everything is homogeneous adjust the pH to 4,7 - 4,9. 5. Adjust pH with phase D.

*Düllberg Konzentra Green Vanille Natura



Specifications

Aspect Yellow clear

pH value (23°C) 4.8

Viscosity (Brookfield; RVF; spindle 5; 10 rpm; 23°C) 6.800 mPa s

A brand of BASF – We create chemistry

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