

StyleLock Cream

HB-DE-23-JS-4431496-04



Main Claims:

- Alternative to petrolatum.
- Minimalist formulation. (13 INCI's)
- Made with 95 % Natural Origin.
- Easy application and re-styling.
- Weightless formula and non-greasy

Market trend:

+57% growth in hair styling creams free from petrolatum

2019 vs 2023*



Cetiol® SoftFeel

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

Emulgade® PL 68/50

Very mild APG-based cream base, the emulsifier is perfectly suited for creamy lotions and gels, it fits to bio-mimetic concepts.

Cetiol® PGL

Medium spreading emollient which has good balancing sensorial properties for all cosmetic applications

Experience effortless styling and lasting hold with a versatile styling cream tames frizz, adds definition and texture, and enhances your hair's natural shine.

StyleLock Cream

HB-DE-23-JS-4431496-04



HB-DE-23-JS-4431496-04

Phase	Ingredients	INCI	% by weight	Function
A	Water, demin.	Aqua	73.70	
	1,2-Propylene Glycol Care	Propylene Glycol	3.00	Humectant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
B	Lanette® E	Sodium Cetearyl Sulfate	0.50	Emulsifier (O/W)
	Emulgade® PL 68/50	Cetearyl Glucoside, Cetearyl Alcohol	4.00	Emulsifier (O/W)
	Lanette® O	Cetearyl Alcohol	4.00	Consistency agent
	Cetiol® SoftFeel	C12-18 Alkanoyl Glycerin/Sebacic Acid Copolymer	6.00	Emollient
	Cetiol® PGL	Hexyldecanol, Hexyldecyl Laurate	3.00	Emollient
	Eutanol® G	Octyldodecanol	2.00	Emollient
	Cetiol® 868	Ethylhexyl Stearate	3.00	Emollient
C	Citric Acid (50% solution)	Citric Acid	q.s.	pH Adjustment
	Perfume*	Parfum	0.30	Fragrance

Manufacturing Process

1. Premix phase A and heat up to 85°C. 2. Heat up Phase B to 85°C. 3. Add phase A to phase B at 85°C while stirring. 4. Cool down to RT and stir in continuous motion. 5. At 55°C homogenize with a suitable dispersion unit. 6. Add phase C and cool down while stirring to RT. 7. Adjust the pH to 4,8-5,1

*Düllberg Konzentra "Amara Natura"



Specifications

Aspect	White
pH value (23°C)	4.8 – 5.0
Viscosity (Brookfield; RVF; spindle TE; 4rpm; 23°C)	150.000 mPa s