

# C-217

# SHAMPOO

## ANTI AGING

### GUIDELINE FORMULARY

#### DESCRIPTION

Shampoo for mature, weakened and lifeless hair  
It contains Keratin

#### COMPOSITION

	%
EMAL® 227E <sup>(1)</sup>	29.6
BETADET® S-20	14.0
SUCCIDET® S 30 UK	10.5
DANOX® PL-10	4.0
LEVENOL® H&B	1.5
Glycerine	2.0
Keratin <sup>(2)</sup>	0.5
Polyquaternium-10 <sup>(3)</sup>	0.3
Tocopherol <sup>(4)</sup>	0.2
Ascorbyl Palmitate <sup>(5)</sup>	0.2
Tocopheryl acetate + sunflower oil <sup>(6)</sup>	0.1
Preservative	q.s.
Deionized Water	Up to 100

(1) 29.6% of EMAL®227E (SLES at 27% a.m.) can be substituted by 11.4% of EMAL® 270D (SLES at 70% a.m.)

(2) Keratec™ IFP from CRODA

(3) Ucare™ JR-30M from Amerchol

(4) Vitamine E acetate from BASF

(5) Dermofeel® Ascorbyl Palmitat from Dr. Straetmans

(6) Dermofeel® E74A from Dr. Straetmans

#### TECHNICAL CHARACTERISTICS

#### Kao Method

APPEARANCE (20°C):	White pearl gel	KCSA-258
pH (as it is):	Approx. 6.0	KCSA-014
VISCOSITY BROOKFIELD (20°C, cP):	Approx. 40,000	KCSA-227
STABILITY TEST:	Correct	(2 months 40°C/RT/5°C/cycles)

## RECOMMENDED OPERATIVE METHOD

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Heat the water up to around 60°C. Add Polyquaternium-10.

Add BETADET® S-20, EMAL® 227E and SUCCIDET® S 30 UK until complete homogenization.

Mix LEVENOL® H&B with Glycerine, Ascorbyl Palmitate and Tocopheryl Acetate. Once it is homogeneous add to previous mixture.

Mix Keratin with 10mL water and warm to 30°C. Add it to previous mixture.

Add the other ingredients: Tocopherol and DANOX® PL-10.

Adjust pH (it is recommended to use Citric or Lactic Acid to reduce it and diluted Sodium Hydroxide if an increase is necessary).

Add preservative (soluble), perfume (15 minutes of agitation are usually needed to solubilize it).

## COMPONENTS

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**BETADET® S-20** (Lauryl Hydroxysultaine, ≈ 38% a.m.): amphoteric character. Very mild co-surfactant. It decreases the irritation level of anionic surfactants, improving the quality of the foam and performing also as a thickener. It improves the stability of the formula at extreme pH's and low temperature.

**DANOX® PL-10** (pearling concentrate, ≈ 52% dry matter): anionic and non-ionic character. Nitroso-amines free product (its composition doesn't contain any Nitrogen derivative). It allows modifying the final appearance of the formula, providing it with a beautiful pearled appearance. No heating is needed. Ecological product. Suggested dosage: 3 - 10%.

**EMAL® 227E** (Sodium Laureth Sulfate, ≈ 27% a.m.): anionic character. Primary surfactant, highly foaming. Good detergent properties.

**LEVENOL® H&B** (Glycereth-2 Cocoate, ≈ 100% a.m.): non-ionic character. Extra-mild surfactant, with emulsifying properties. Skin emollient and moisturizing agent. Foam booster and thickening agent. Ecological product. It doesn't need any risk or safety warnings on its label. In hair rinse application increases the conditioning effect of the cationic component, giving smoothness. % of use in Hair Rinse = between 0.1 - 2%.

**SUCCIDET® S 30 UK** (Disodium Laureth Sulfosuccinate, ≈ 31% a.m.): anionic character. Very mild surfactant with foaming properties. Used as co-surfactant in baby cleansers.

The information and recommendations in this publication are to the best of our knowledge reliable. However, nothing herein is to be construed as a warranty or representation. Users should make their own tests to determine the applicability of such information or the suitability of any products for their own particular purpose.

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