



# MyTrends

## Engage & Embrace

We celebrate diversity and individuality while being responsible and fully engaged. Today's motto: contribute to society in a positive way, embrace our well-being and the environment and shape a society with positive values. Our credo: DO.

### 4 You

#### Customized Leave-On Hair Conditioner CPF 4131

Create a personalized conditioner with added elixirs.

#### Attributes

- Customizable conditioner chassis
- Custom silicone additives
- Targeted benefits

### Featured Products

- VERSENE™ Na<sub>2</sub> Crystals
- CELLOSIL™ QP 4400H Hydroxyethyl Cellulose
- Custom silicone technology including:
  - DOWSIL™ 556 Cosmetic Grade Fluid (shine)
  - DOWSIL™ 969 Emulsion (heat protection)
  - DOWSIL™ HMW 2220 Non-Ionic Emulsion (fast dry, anti-breakage, color protection, hair repair)
  - DOWSIL™ CB-3046 Fluid (frizz control)
  - DOWSIL™ 3901 Liquid Satin Blend (shine)
  - DOWSIL™ CE-7081 Smart Style (anti-breakage, curl retention)
  - DOWSIL™ CE-7114 Silicone Quat Microemulsion (color protection, hair repair)
  - DOWSIL™ CE-8411 Smooth Plus Emulsion (fast dry, color protection, heat protection)

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Phase	Trade Name / Supplier	INCI Name	Wt. %
		Water / Aqua	81.87
A	<b>VERSENE™ Na<sub>2</sub> Crystals / Dow</b>	<b>Disodium EDTA</b>	<b>0.12</b>
	<b>CELLOSIZE™ QP 4400H Hydroxyethyl Cellulose / Dow</b>	<b>Hydroxyethyl Cellulose</b>	<b>2.46</b>
		Glycerin	3.42
	Lanette O / BASF	Cetearyl Alcohol	1.20
	Incroquat Benehyl TMS / Croda	Behentrimonium Methosulfate (and) Cetearyl Alcohol	3.33
B	Crodabond CSA / Croda	Hydrogenated Castor Oil / Sebacic Acid Copolymer	2.19
	DW Jojoba Colorless / Vantage Specialty Ingredients	Simmondsia Chinensis (jojoba) Seed Oil	0.54
	Lipovol C-76 / Vantage Specialty Ingredients	Coconut Oil	0.56
	Jojoba Pro-N / Vantage Specialty Ingredients	Hydrolyzed Jojoba Protein	1.67
	D-Panthenol 75W / BASF	Panthenol	0.11
	Euxyl PE 9010 / Schülke & Mayr	Phenoxyethanol (and) Ethylhexylglycerin	1.20
C	801712 Exotic Monoï / Symrise	Perfume	0.55
	Unicert Yellow 08005-J / Sensient	CI 19140 (0.1% in water)	0.46
	FD&C Red No. 40 07700-C / Sensient	CI 16035 (0.1% in water)	0.11
	Citric Acid Solution	Citric Acid (25% in water)	0.21

## Procedure

1. Add VERSENE™ Na<sub>2</sub> Crystals into water and heat to 70°C using a water bath.
2. Disperse the hydroxyethyl cellulose into the water and mix until homogenous. To speed dispersion, add two drops of NaOH (18% in water solution) and mix for five minutes.
3. Add glycerin with gentle mixing.
4. In a separate vessel, combine phase B ingredients and mix. Heat to 70°C using a water bath. Continue mixing until all ingredients are completely dissolved.
5. Add phase A to phase B. Maintain enough heat to keep the wax melted. Stir until homogeneous.
6. Cool to room temperature while gently mixing.
7. One at a time in the order listed, add phase C ingredients, mixing well after each addition.
8. With the citric acid (25% solution in water), adjust the pH to 4.5-5.
9. Add the customized silicone elixir in post addition with a wood spatula.

## D Custom Silicone Elixir

### LIMITED WARRANTY INFORMATION – PLEASE READ CAREFULLY

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