



**DOW**

®

CPF 4523

**FoamInAHug**



## FoamInAHug (CPF 4523)

A different format in a pump package, free of propellants, for a more intelligent consumption of the shampoo. Generates a thick foam prior to the application.

**Key benefits:** Innovative format, improved dry combing, efficiency, comfortable and persistent foam.

Phase	Trade name / Supplier	INCI name	% Wt.
A	Deionized water	Aqua	60.80
	Sodium Laureth Sulfate 27%	Sodium Laureth Sulfate	28.00
	Cocamidopropyl Betaine 30%	Cocamidopropyl Betaine	8.00
	<a href="#">EcoSense™ 919 Surfactant / Dow</a>	Coco-Glucoside	2.00
	<a href="#">EcoSmooth™ Satin Conditioning Polymer / Dow</a>	Ethylene/Sodium Acrylate Copolymer	1.00
B	<a href="#">VERSENE™ NA<sub>2</sub> Crystals Chelating Agent / Dow</a>	Disodium EDTA	0.10
	Citric Acid	Citric Acid	qs
	Neolone PH 100 / DuPont	Phenoxyethanol	0.10
C	Fragrance	Fragrance	qs

Disclaimer: Contained in this package is a sample prepared as per the formulation described on this card. Any variation in the formulation may cause performance to change.

### Processing instructions:

1. Mix phase A ingredients and homogenize.
2. Add Phase B ingredients to Phase A, one by one and under stirring.
3. Add fragrance.

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Images: dow\_69105579848, dow\_60114814855

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