

Clean Slate Shampoo

Clean. Soft. Shimmer.

Where clean meets care. **Pureact SFB*** provides a sulfate-free, anionic surfactant shampoo, thickened with **Acrypol® ET-1**. No need for salt to thicken your shampoo! **Custo-Oil Soybean** provides natural moisture and vitality.

Sumicos™ ECO Mega Silver 43177 gives this formula a stunning visual effect. Enjoy a shampoo that improves wet combability and leaves soft after-feel.



Highlight Ingredients

- ▶ Acrypol® ET-1
(Corel)
- ▶ Pureact SFB
(Innospec)
- ▶ Custo-Oil Soybean
(LBBS)
- ▶ Sumicos™ ECO Mega Silver 43177
(Sudarshan)



 **LBB Specialties®**

CARE



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Trade Name	INCI Name	%w/w	Function
PHASE A			
SymOcide® BHO*	Benzyl Alcohol (and) Hydroxyacetophenone (and) Caprylyl Glycol (and) Water	1.0	Symrise
Acrypol® ET-1	Acrylates Copolymer	8.0	Corel
Pureact SFB*	Water (and) Sodium Lauroyl Methyl Isethionate (and) Sodium Lauroyl Methyl Taurate (and) Sodium Cocyl Isethionate (and) Trisodium Ethylenediamine Disuccinate (and) Sodim Benzoate	35.0	Innospec
PHASE B			
Activsoft C-17*	Guar Hydroxypropyltrimonium Chloride	0.3	Innospec
Hydrolite® 5 Green*	Pentylene Glycol	1.0	Symrise
PHASE C			
Sodium Hydroxide (20%)	Sodium hydroxide	0.5	
Custo-Oil Soybean	Soybean oil	2.0	LBBS
Vitamin E	Tocopherol	0.5	LBBS
Sumicos™ ECO Mega Silver 43177	Mica (and) Titanium Dioxide (CI 77891)	0.1	Sudarshan

*Regional principal. Check with your Account Manager for availability.

pH 5.7 | Viscosity: 3,580 cps

Procedure

- 1

Add Acrypol® ET-1 to water and mix at RT until uniform.
- 2

Add remaining Phase A ingredients to the aqueous phase with mixing and heat to 50 - 60°C.
- 3

In a separate beaker, premix Phase B and heat to 40-45°C.
- 4

Add Phase B to Phase A and mix until uniform.
- 5

Begin cooling down the batch and add remaining ingredients in order; mixing well in-between.

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