



IOI OLEOCHEMICAL

# Quick Shower Shampoo



Quick and dirty? Absolutely not. The **Quick Shower Shampoo** ensures clean and conditioned hair, and that very quickly.

The sulfate-free system combines different surfactants allowing both mildness and easy thickening with salt. **SOFTISAN® conditionHAIR** (PCA Glyceryl Oleate) provides soft conditioned hair and a moisturized scalp. The single molecule combines the ingredients PCA (Pyrrolidone Carboxylic Acid) and Glyceryl Oleate. Both substances are also found in the skin's NMF (Natural Moisturizing Factor). At a pH of less than 5.5, **SOFTISAN® conditionHAIR** has a cationic charge, and can thus easily adhere to the negatively charged hair. Once docked onto the hair, it can act as an anchor for other oil-soluble substances. In this way, wet combability can be improved naturally.

With its pleasant texture, the **Quick Shower Shampoo** is easy to distribute in the hair and, above all, easy to rinse. The hair feels clean, soft, and conditioned after washing. **SOFTISAN® conditionHAIR** does not provide any build-up, making it perfect for bouncing and behaving hair.

Shampoo is a product that men and women use equally - and often daily. This makes the sustainability aspect of such a formulation even more important. This shampoo is vegan, silicone-free and based on more than 81% natural ingredients to leave as little as ecological footprint behind as possible.



# Quick Shower Shampoo

No.: 874

PHASE	TRADE NAME	INCI	%	FUNCTION
A	Water demin.	Aqua	63.57	Diluent
A	Bio-Terge® AS-40 HASB <sup>1</sup>	Sodium C14-16 Olefin Sulfonate	15.00	Anionic Surfactant, WAS: 38%
A	Betadet HR-50K <sup>2</sup>	Cocamidopropyl Betaine	10.00	Amphoteric Co-Surfactant, WAS: 40%
A	EcoSense™ 919 <sup>3</sup>	Coco-Glucoside (and) Aqua	7.00	Non-Ionic Surfactant, WAS: 50%
<b>A</b>	<b>SOFTISAN® conditionHAIR<sup>4</sup></b>	<b>PCA Glyceryl Oleate</b>	<b>1.20</b>	<b>Scalp and Hair Conditioning Agent</b>
A	Euxyl® PE 9010 <sup>5</sup>	Phenoxyethanol (and) Ethylhexyl- glycerin	1.00	Preservative
B	Sodium Chloride	Sodium Chloride	0.50	Thickening Agent
C	Citric Acid 20% Solution	Aqua (and) Citric Acid	0.73	pH Adjusting Agent
C	Orangenblueten DR-30199289 <sup>6</sup>	Parfum	1.00	Parfum

<sup>1</sup> Stepan <sup>2</sup> Kao <sup>3</sup> Dow <sup>4</sup> IOI Oleo <sup>5</sup> Ashland <sup>6</sup> Givaudan

## PROCESS

Cold Process

1. Mix phase A (stir gently to avoid foam)
2. Under stirring, add phase B to phase A to adjust the viscosity
3. Add phase C and adjust the pH to 5.3

## FORMULA DATA

<b>Appearance:</b>	Clear, flowable liquid
<b>pH:</b>	5.3
<b>Viscosity:</b>	1.120 mPas (Sp 4/rpm 5)
<b>Washing Active Substance:</b>	13.2%
<b>Stability test:</b>	Passed (3 months @ 20°C & 40°C, 10 days @ 50°C)
<b>Challenge test:</b>	Passed (Ph.Eur. 5.01.03)



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