



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 skins 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 ¹	Sodium C14-16 Olefin Sulfonate	15.00	Anionic Surfactant, WAS: 38%
A	Betadet HR-50K ²	Cocamidopropyl Betaine	10.00	Amphoteric Co-Surfactant, WAS: 40%
A	EcoSense™ 919 ³	Coco-Glucoside (and) Aqua	7.00	Non-Ionic Surfactant, WAS: 50%
A	SOFTISAN® conditionHAIR⁴	PCA Glyceryl Oleate	1.20	Scalp and Hair Conditioning Agent
A	Euxyl® PE 9010 ⁵	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 ⁶	Parfum	1.00	Parfum

¹ Stepan ² Kao ³ Dow ⁴ IOI Oleo ⁵ Ashland ⁶ 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

Appearance: Clear, flowable liquid

pH: 5.3

Viscosity: 1.120 mPas
(Sp 4/rpm 5)

**Washing Active
Substance:** 13.2%

Stability test: Passed (3 months
@ 20°C & 40°C,
10 days @ 50°C)

Challenge test: Passed
(Ph.Eur. 5.01.03)



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V1.0