

Urban Detox & Perfect Volume Shampoo

with HerbaShield® URB and Water Lily Pro



Phase	Ingredient	INCI	Function	Supplier	% w/w
A	Deionized Water	Aqua (Water)			Ad 100
	Geogard® Ultra	Gluconolactone, Sodium Benzoate	Preservative	Lonza	1.50
	HerbaShield® URB	Maltodextrin, Nasturtium Officinale Flower/Leaf/Stem Extract, Hydrogenated Lecithin, Equisetum Arvense Extract, Urtica Dioica (Nettle) Leaf Extract, Sodium Chloride	Active ingredient	Lipoid Kosmetik	0.50
	Water Lily Pro	Propylene Glycol, Aqua (Water), Sorbitol, Nymphaea Alba Root Extract	Substantiated extract	Lipoid Kosmetik	0.50
	Carbopol® Ultrez 21 Polymer	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	Thickener	Lubrizol	0.35
B	Deionized Water	Aqua (Water)			10.00
	Dehyquart® Guar N	Guar Hydroxypropyltrimonium Chloride	Conditioning agent	BASF	0.10
	Citric Acid	Citric Acid	Neutralizing agent		q.s.
C	Deionized Water	Aqua (Water)			18.00
	Hostapon® SCI 85 C	Sodium Cocoyl Isethionate	Surfactant	Clariant	5.00
D	Protelan AGL 95/C	Sodium Cocoyl Glutamate	Surfactant	Zschimmer & Schwarz	7.30
	Freshness 10-0420-0	Parfum (Fragrance), Linalool	Fragrance	Essencia	0.50
E	Euperlan® PK 1200 UP	Coco-Glucoside, Glycol Distearate, Citric Acid, Glycerin	Pearlizer	BASF	4.00
	Amphotensid B 5	Cocamidopropyl Betaine	Surfactant	Zschimmer & Schwarz	20.00
	GlucoTain® Flex	Lauroyl/Myristoyl Methyl Glucamide, Propylene Glycol, Sorbic Acid	Surfactant	Clariant	6.00
F	Trisodium Citrate Dihydrate	Sodium Citrate	Neutralizing agent	Jungbunzlauer	q.s.

Procedure

- Add the components of phase **A** one by one. Mix well after each addition
- Sprinkle Carbopol® Ultrez 21 onto the water phase, let it wet and mix until a homogenous mixture is obtained
- Prepare phase **B** separately. Add Dehyquart® Guar N to water at 40°C and let it swell while stirring
- Add citric acid to phase **B** to lower the pH slightly and to speed up hydration. After 15 - 20 min add it to phase **A**
- In a separate container prepare phase **C** by heating it up to 40°C. Stir until Hostapon SCI 85 C is completely dissolved
- Cool phase **C** down to room temperature
- Prepare phase **D** in a separate container. Add it to the cooled phase **C**. Mix well and add phase **CD** to the batch
- Add the ingredients of phase **E** one by one. Mix well after each addition
- Finally adjust the pH to 5.0 - 5.5 with trisodium citrate dihydrate

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Technical Data

- Appearance: yellow pearly viscous liquid
- pH value: 5.0 – 5.5

Formulation Stability

Successfully passed internal stress test (3 months at 5 °C, 25 °C and 40 °C)

Microbiological Stability

Successfully passed microbial challenge test (ISO 11930)

Lipoid Kosmetik Products

- HerbaShield® URB (Art. 410148.00.2)
- Water Lily Pro (Art. 410259.35.2)

Formulation Insights

Appearance/ Aim

A mild, yellow pearly, SLS/SLES-free shampoo with excellent cleansing properties. It is designed 1) to protect hair and scalp from everyday stressors and pollutants that we encounter in urban environments, and 2) to optimize hair volume and definition.

Ingredients

- **Water Lily Pro** provides perfect volume for urban hair. Water lily roots are exceptional underwater factories of phytochemicals such as saponins, flavonoids, and tannins - all functional additives for hair care products. It is a powerful, 100%-natural ingredient for pollution protective, taming and volume optimizing hair care applications. Please request our product flyer for further information.
- **HerbaShield® URB** is our natural solution to pollution as it counteracts pollution-induced *skin* damage and ageing. This active ingredient unites extracts from watercress, nettle, and horsetail, as well as natural phospholipids. In hair care applications, it will help to detox your scalp and contribute to healthier hair: Please request our product flyer for further information.

Characteristics

- Mild formula with mild surfactants
- Avoidance of sulfates, silicones, and PEGs

Benefits

- Keeps urban hair clean and smooth
- Improved hair manageability
- Taming of frizzy hair
- Optimized hair volume and definition
- Fortified and detoxed scalp skin

Disclaimer: The information contained herein is, to our best knowledge, true and accurate, but all recommendations or suggestions are made without guarantee. This is a prototype formulation supplied only as an example of how to use our raw materials and requires further evaluation by customers.

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