



Grey Shade Hair Styling Cream | Hair Care

Formulation CMG-200105

Description

The Grey Shade Hair Styling Cream helps to style hair, while providing a temporary 'shade of grey' in color, especially making grey hair look brighter.

Benefits

The Grey Shade Hair Styling Cream is a styling cream that effortlessly molds hair into the style you want. This versatile cream works on straight, curly, thick or thin hair. This formulation adds texture and shine and adds a temporary grey shade on hair.

Featuring

BRB International B.V.

BRB 1860: Provide high conditioning on hair. Repairs and protects from external damage

Geotech International B.V.

Geoparl C Crystal Titanium – Offers a metallic silver effect without usage of aluminium, making this product perfectly suitable for water-based formulations. The pigment is based on a synthetic mica flake substrate which is coated with titanium dioxide in an innovative way, resulting in metallic rather than pearlescent effect with an excellent hiding power. Compared to natural mica, synthetic mica offers more reflectivity and higher colour purity.

Koster Keunen Holland B.V.

The combination of these waxes enables you to change the feel and applicability of the hair styling cream. Kesterwax K72 and Carnuba wax are functioning as hardeners allowing the hair to be fixated. Kesterwax K24 lowers the melting point of the wax mixture, which eases the processing and application to the hair. Finally, Kesterwax K60P acts as a plasticizer and film former. This makes the wax mixture more pliable and gives a flexible feel to the hair. All Kesterwaxes used in this formulation are 100% natural-derived.

Sigma Oil Seeds

Baobab Oil – Baobab oil suits very well on dry, damaged skin and is strongly emollient. It also has application in intensive hair care treatments. The oil contains vitamins A, D3 and E. Vitamine A in combination with the essential fatty acids aids in the rejuvenation and the renewal of cell membranes.

Sisterna B.V.

Sisterna SP70-C & Sisterna SP30-C – These high and medium HLB emulsifiers are used to form a stable emulsion, because they have good emulsification properties with oils of all polarities. Furthermore they provide a very light and soft feel on the hair, which is largely independent of the oil phase, and they improve moisturisation of the scalp. Sisterna emulsifiers are natural (Ecocert/Cosmos), edible, easy biodegradable. They also are very mild and have irritation reducing properties.

The Cosmetic Marketing Group

The Cosmetic Marketing Group was initiated in 2018 by a network of non-competitive raw material suppliers that process the same channel and have decided to join forces and share channel-related knowledge in order to develop joint marketing activities and process the market more efficiently. The members of CMG are BRB International, Geotech International B.V., Koster Keunen, Schülke & Mayr GmbH, Sigma Oil Seeds and Sisterna.

Intellectual properties of this formulation belong to the Cosmetic Marketing Group. This formulation serves as an illustrative example only. The CMG makes no representation or warranty concerning the efficiency or safety of any product manufactured using a guide formulation.

The Product Safety Data Sheets from the members of the Cosmetic Marketing Group should be obtained prior to use. **ATTENTION:** Before handling, read product information, Product Safety Data Sheets and container labels for safe use, and any physical and/or health hazard information.



Formulation

No	Ingredients	INCI	Suppliers	Dosage (%)
A1	Sisterna SP70-C	Sucrose Stearate	Sisterna B.V.	4.00
A2	Sisterna SP30-C	Sucrose Distearate	Sisterna B.V.	2.00
A3	Carnauba Wax T1	Copernicia Cerifera (Carnauba) Wax	Koster Keunen Holland B.V.	3.00
A4	Baobab Oil	Adansonia Digitata Seed Oil	Sigma Oil Seeds	2.00
A5	BRB 1860	Dimethicone (and) Dimethiconol	BRB International B.V.	2.00
A6	KesterWax K-24	Lauryl Laurate	Koster Keunen Holland B.V.	2.00
A7	KesterWax K-72	Behenyl Behenate	Koster Keunen Holland B.V.	3.00
A8	Kesterwax K-60P	Behenyl Polydroxystearic Acid* & Copernicia Cerifera Cera	Koster Keunen Holland B.V.	8.00
A9	Neossance Hemisqualene	C13-15 Alkane	CenterChem	1.00
B1	DI Water	Aqua		59.90
B2	EDTA	Disodium EDTA	Local supplier	0.10
B3	Glycerine	Glycerine	Local supplier	3.00
B4	Natrasol 250 HRR	Hydroxyethylcellulose	Ashland	0.40
C1	PVP K90 Solution 20%	PVP	Ashland	4.00
C2	PVP/VA W-635	VP/VA Copolymer	Ashland	4.00
D1	Geopearl C Crystal Titanium	Synthetic Fluorophlogopite (and) Titanium Dioxide (and) Tin Oxide	Geotech International B.V.	0.70
D2	Liquid Germall Plus	Propylene Glycol (and) Diazolidinyl Urea (and) Iodopropynyl Butylcarbamate	Ashland	0.40
D3	Parfume	Parfume	Local supplier	0.50

* INCI name application pending

Procedure

- 1) A1 & A2 add into A5 and dispersed well.
- 2) Add the rest of the ingredient in phase A into a beaker and heat to 70-75°C.
- 3) Add A1 & A2 & A5 into bulk.
- 4) In a separate beaker, prepared phase B and heat to 70-75°C.
- 5) Add phase A into phase B at 70-75°C and mixed by the high shear stirrer. Homogenized well.
- 6) Cool bulk to 45°C.
- 7) Prepared Phase C and add in bulk.
- 8) Add D1-D3 one by one into bulk. Mix well after each addition.



Typical properties / additional information

Please note that this formulation has passed 3 months stability at 45°C.

Parameter	Unit	Value
Appearance		Light shimmering cream
Viscosity at 25 °C (spindle 5, speed 10)	cPs	Approx.. 15,000
pH		NA
Sensory attributes		Soft skin feel