shine on! all day hold with pollution shield

formula # 12594-77.4B
material # 910309

versatile hair gel that imparts a wet polished appearance, yet creates styles that will last all day

provides stiff hold with superior humidity resistance and anti-pollution defense

all day hold even under high humidity conditions

efficient thickening agent

description

This versatile gel formulated with AquaStyle™ SH-100 polymer delivers a desired all day hold, with a slick wet-look style. AquaStyle™ SH-100 polymer further contributes to building viscosity, reducing the solids of Ashland™ 980 Carbomer used to exhibit shear thinning behavior appropriate for hair gels. Aquaflex™ FX-64 polymer provides a protective film that creates a physical barrier against impacts of pollutants and UV exposure. In addition, Aquaflex™ FX-64 polymer delivers a superior stiff hold while still allowing the hair to be manageable and leaves a visible shine on the hair. Both styling polymers contribute to the excellent long term high humidity resistivity of the product, providing roughly 80% curl retention after 48 hours of exposure at 80°F and 90% RH. The gel can be applied to wet or dry hair.

ingredients

aquaflex™ fx-64 polymer

Delivers superior stiffness, high humidity curl retention, and protects from environmental pollution

aquastyle™ sh-100 polymer

Multifunctional polymer that provides long-lasting hold under high humidity conditions with a thickening benefit.

Ashland™ 980 carbomer

Efficient thickener with shear thinning rheology that forms a clear gel

typical properties

description: clear gel

pH: 7.0

viscosity (Brookfield, RVT, Sp 7 @10 rpm,): 74,400 cPs

Passed 3 month stability test and 28-day double challenge preservative efficacy test.

Supporting tests

-HHCR, salon testing

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ingredients (trade name | INCI)		% w/w	supplier
phase a			
Deionized Water	Aqua/ water	77.11	Local
Versene™ 100*	Tetrasodium EDTA	0.10	Local
Ashland™ 980 carbomer	Carbomer	0.50	Ashland
AquaStyle™ SH-100 polymer	Acrylates Copolymer (and) Water	3.33	Ashland
phase b			
Deionized Water	Aqua/ water	5.00	Local
Aquaflex™ FX-64 polymer	Isobutylene/Ethylmaleimide/ Hydroxyethyl Maleimide Copolymer	2.50	Ashland
AMP-Ultra™ PC 2000*	Aminomethyl Propanol	0.96	Dow
Sorbitol (70%)	Sorbitol	3.00	Local
Glycerin	Glycerin	2.00	Local
phase c			
Deionized Water	Aqua/ water	5.00	Local
Zenix™ 4617 phosphate ester surfactant	Oleth-5 Phosphate	0.15	Ashland
Men's Styling R16-3914*	Parfum	0.05	Robertet
Optiphen™ 200 preservative	Phenoxyethanol (and) Caprylyl Glycol	0.30	Ashland
total		100.00%	

*trademark of a third party
total styling polymer solids 2.0%

procedure

1. Add water and EDTA to main container and mix with moderate propeller agitation. Mix until clear.
2. Slowly sift Ashland™ 980 carbomer into rapidly agitated water to avoid clumping. Mix until uniform.
3. Switch to sweep agitation and add AquaStyle™ SH-100 polymer and mix until uniform.
4. Premix Phase B ingredients in a side container and mix until clear.
5. Add Phase B to Phase A with slow sweep agitation as to not entrap air as batch begins to thicken.
6. Combine Phase C ingredients and mix until clear.
7. Add Phase C to main container and mix until a smooth gel forms.

March 1, 2018

Ashland™ always solving