

# 10 effects ageless scalp shampoo

with capauxein™ g2 biofunctional  
formula # M100-SH1618



>85%

## claims to fame

age-defying shampoo  
based on leading edge  
technologies



rejuvenates hair  
follicles and scalp for  
fuller, denser hair\*\*\*



a luxuriously addictive  
sensorial experience



clean INCI, >85 %  
naturally derived\*\*\*\*,  
vegan

## description

the 10 effects ageless scalp care regimen is a science-led approach to natural scalp care based on breakthrough technologies to defy scalp aging and to give healthier looking hair

this shampoo is luxuriously creamy giving an addictively sensual experience as it glides over the hair, to deliver the capauxein™ g2 biofunctional to the hair and scalp

## featured ingredients

### capauxein™ g2

capauxein™ g2 is a synergistic union of corn peptides and hair boosters (vitamin c derivative, carnitine and adenosine) designed to modulate dermal papilla proteins involved in hair regeneration with clinically-proven benefits on hair density\*\*\*

### texturpure™ sa-1 ingredient

nature-derived and biodegradable suspension agent, thickener and sensorial boosting texturizer for hair and skin care cleansers

## typical properties

description: white to off-white viscous liquid; pH: 4.80 to 5.40; viscosity: 3000 – 6000 cps/25°C (lv #S63, 12rpm); this formula has passed 3-month accelerated lab stabilities and a 28-day preservative challenge efficacy test\*\*

\*\*preservative system has not been optimized to its lowest effective level; \*\*\*clinical testing on volunteers based on representative formulation; \*\*\*\*according to ISO16128 calculation



### nature-derived

meets ISO 16128-2:2017 50-99% natural origin content standard



### natural

meets ISO 16128-2:2017 100% natural origin content standard

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ingredients (trade name   INCI)		% w/w	supplier
phase a			
deionized water	Aqua (Water)	q.s.	Local
disodium edta	Disodium EDTA	0.10	Local
Galsoft* sci 85 (p)	Sodium Cocoyl Isethionate	10.00	Galaxy
Plantacare* 818 up	Coco-Glucoside	6.50	BASF
prolipid™ 161 lamellar gel	Behenyl Alcohol (and) Cetearyl Alcohol (and) Hydroxyethyl Cetearamidopropyldimonium Chloride	1.50	Ashland
galsoft* gli 21 (p)	Sodium Cocoyl Isethionate (and) Disodium Cocoyl Glutamate	3.00	Galaxy
phase b			
deionized water	Aqua (Water)	36.10	Local
texturpure™ sa-1 ingredient	Hydroxypropyl Methylcellulose (and) Cellulose Gum (and) Xanthan Gum	0.50	Ashland
phase c			
deionized water	Aqua (Water)	12.00	Local
n-hance™ bf-13 cationic guar	Guar Hydroxypropyltrimonium Chloride	0.30	Ashland
phase d			
galaxy* capb sb	Cocamidopropyl Betaine	10.00	Galaxy
phase e			
capauxein™ g2 biofunctional	Water (and) Glycerin (and) Hydrolyzed Corn Protein (and) Adenosine (and) Magnesium Ascorbyl Phosphate (and) Carnitine	1.00	Ashland
optiphen™ bsb-w preservatives	Benzyl Alcohol (and) Aqua (Water) (and) Sodium Benzoate (and) Potassium Sorbate	1.00	Ashland
phase f			
citric acid (25% aq. solution)	Citric Acid	1.00	Local
total		100.00	
*trademark of a third party			

## procedure

1. phase a: take water in main vessel, add ingredients in sequence along with prolipid™ 161. heat it to 80°C under slow stirring till it is completely mixed; then allow to cool under slow stirring
2. phase b: in a separate vessel, make dispersion of texturpure™ sa-1 by adding it slowly to the agitated water and let it mix for 45 minutes at 400 rpm
3. phase c: in a separate vessel, make a dispersion of n-hance™ bf-13 by slowly adding it to water. add few drops of sodium hydroxide (10% solution) to aid dissolution
4. add phases b, c and d in sequence to phase a and make sure each one is completely mixed before addition of another
5. phase e: add capauxein™ g2 and optiphen™ bsb-w one by one to the main vessel and allow to mix completely for another 15 minutes
6. phase f: adjust the pH to from 4.70 to 5.3 with citric acid (25% solution)

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