

regrow – follicle renewal shampoo,

with santalwood™ biofunctional and texturpure™ sa-1 ingredient
formula # M100-1400 E2



98%
claims to fame

follicle renewal based on a unique forest therapy inspired sandalwood extract for fuller, denser hair



ingredients clinically proven to stimulate hair follicles and increase hair density**



luxurious shampoo to revitalize hair roots and



98 % naturally derived, biodegradable, clean INCI formulation, silicone-, sulfate-, acrylates-free

description

a complete range of market-ready scalp care formulations for thinning hair, to boost hair density and strength through follicle renewal

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

featured ingredients

santalwood™ biofunctional

Inspired by forest therapy, santalwood™ biofunctional is a sandalwood extract obtained from upcycled wood chips and developed using AI. Clinically tested on hair regrowth, for fuller, denser hair. Natural, COSMOS-validated.

texturpure™ sa-1 ingredient

naturally-derived and biodegradable thickener, texturizer and suspension agent for oils and actives in cleansing systems

phyteq™ raspberry multifunctional

nature identical multifunctional combining preservative-boosting and skin benefits based on raspberry ketone. This novel ingredient cares for consumer and product protection

typical properties

description: opaque liquid; pH: 4.5 – 5.3; viscosity: 3000 – 6000 cps / 25°C, (RV 05, 10 rpm)

this formula has passed 3-month accelerated lab stabilities and a 28-day preservative challenge efficacy test*****

based on clinical testing of representative model formulations; *according to ISO 16128 calculation****biodegradability according to OECD criteria; *****preservative system has not been optimized to its lowest effective level; *****fragrance not evaluated



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 name)		%w/w	supplier
phase a			
deionized water	Aqua (Water)	27.85	local
texturpure™ sa-1 ingredient	Hydroxypropyl Methylcellulose (and) Cellulose Gum (and) Xanthan Gum	0.50	Ashland
phase b			
deionized water	Aqua (Water)	20.00	local
Pureact* I-78	Sodium Cocoyl Isethionate	10.00	Innospec
phase c			
Mirataine* BET C-30 NP	Cocamidopropyl Betaine	10.00	Solvay Novacare
Plantacare* 2000 UP	Decyl Glucoside	6.50	BASF
cetyl Alcohol	Cetyl Alcohol	1.50	local
phyteq™ raspberry i multifunctional	Raspberry ketone	0.50	Ashland
phase d			
deionized water	Aqua (Water)	10.00	local
n-hance™ bf13 cationic guar	Guar Hydroxypropyltrimonium Chloride	0.50	Ashland
sodium hydroxide (10% aq.solution)	Sodium Hydroxide	0.15	local
phase e			
santalwood™ biofunctional	Octyldodecanol (and) Santalum Album (Sandalwood) Wood Extract	1.00	Ashland
phase f			
deionized water	Aqua (water)	5.00	local
Bioterge* AS-90	Sodium C14-16 Alpha Olefin Sulfonate	3.00	Stepan
phase g			
optiphen™ hd preservative booster	1,2-Hexanediol	1.00	Ashland
optiphen™ bsb-w preservative	Benzyl Alcohol (and) Aqua (Water) (and) Sodium Benzoate (and) Potassium Sorbate	0.50	Ashland
citric acid	Citric Acid	0.00	local
sodium chloride	Sodium Chloride	2.00	local
total		100.00	

procedure

1. phase a: add water to main vessel, disperse texturpure™ sa-1 by adding slowly to agitated water and mix for 45 minutes at 400rpm or until fully hydrated
2. phase b: in a small beaker, add PureAct* I-78 and water; then heat to 80°C under slow mixing until it is completely clear
3. phase c: mix Cocamidopropyl Betaine and Decyl Glucoside and heat to 80°C; then add cetyl alcohol and mix until homogeneous, then set aside to cool
4. phase d: make dispersion of n-hance™ bf-13 by slowly adding it to water; then add few drops of sodium hydroxide solution to aid dissolution
5. to phase a, add phases b, c, and d in sequence making sure each one is completely mixed before addition of the next
6. phase e: to the main mixing vessel add santalwood™ and stir for another 15 minutes at 300 rpm for complete mixing
7. phase f: add Bioterge* AS-90 solution slowly to avoid foaming
8. phase g: add preservatives and adjust the pH with citric acid and adjust the viscosity with sodium chloride

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