



Formulation

Name	SLES-BASED CONCENTRATED SHOWER GEL	
No.	1444	
Description	This dilutable formulation is a sodium laureth sulfate (SLES)-based, concentrated shower gel. Dilute the formulation with tap water at a 1:3 ratio. Using 100 mL of concentrate will create a 400 mL shower gel. Recycle an emptied shower gel bottle or use a glass bottle for an eco-conscious packaging option. This formulation has a Natural Origin Index (NOI) of 0.86 and an NOI of 0.96 when diluted at a 1:3 ratio as outlined in ISO 16128.	
Formulation	INGREDIENTS:	<u>% by Weight</u> <u>Functionality</u>
	=== Phase 1 ===	
	AMPHOSOL® DM	40.6 Secondary Surfactant
	So Shiny - Fragrance (V. MANE FILS)	1.2 Fragrance
	=== Phase 2 ===	
	Glycerin 4811 (Oleon) Glycerin	4.0 Emollient
	Euxyl® K720 (Ashland)	2.0 Preservative
	STEPAN-MILD® PCL-BA	40.6 Primary Surfactant
	STEOL® CS-270 CIT	8.1 Primary Surfactant
	Propylene Carbonate (BASF)	3.5 Solvent
	Unicert Red K7057-J (Sensient Cosmetic Technologies)	q.s. Dye
	=== Phase 3 ===	
	Citric Acid	q.s. pH Adjuster
	Total	100.0
Procedure	<ol style="list-style-type: none">1. In a vessel, mix Phase 1 ingredients at room temperature.2. Under agitation, add Phase 2 ingredients in the order above. The formulation could become hazy, continue to mix and add ingredients, clarity will come back with some time. The obtained formulation should be thin.3. Adjust pH to approximately 5 by adding Citric Acid with mixing. <p>**Note: The INCI name for Euxyl® K720 from Ashland is Propylene Glycol (and) Benzoic Acid (and) Caprylyl Glycol and the INCI name for Unicert Red K7057-J from Sensient Cosmetic Technologies is CI 17200.</p>	
Physical Properties	Appearance, as is	Clear transparent liquid
	pH, as is	5.2
	Viscosity at 25°C, cps	240
Storage/ Stability	4 weeks at 20°C	Stable
	4 weeks at 5°C	Stable
	4 weeks at 45°C	Stable
Instructions for Use	Dilute in a bottle to desired level and enjoy the easy thickening. Apply to sponge or wash cloth and then apply to body with water. Lather and rinse with water.	
External Comment		

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For
Additional
Assistance

Marketing Notes: Natural Origin Content of the "as is" formulation is 0.86 and 0.96 when diluted at a 1:3 ratio. The Natural Origin Content refers to the Natural Origin Index (NOI) as outlined in ISO 16128. This calculation is based on biorenewable carbon content for the specific ingredients used in Stepan's laboratories and includes balance formulation water, but excludes enhancers such as fragrance and dye. INCI List - Aqua, Coco Betaine, Sodium Methyl 2-Sulfolaurate (and) Disodium 2-Sulfolaurate (and) Sodium Lauryl Sulfoacetate, Sodium Laureth Sulfate, Glycerin, Propylene Carbonate, Propylene Glycol (and) Benzoic Acid (and) Caprylyl Glycol, Parfum, Citric Acid, CI 17200.

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