

Beat the Heat Hair Smoothing Cream

Formulation reference: FM00056/B

Phase	Trade Name	INCI Ingredients	Function	% w/w	Supplier
A	Deionised Water	Aqua	Solvent	Up to 100%	
	Ejeta BX Powder	Tetrasodium EDTA	Chelating Agent	0.05	BASF
	Sodium Benzoate Granular	Sodium Benzoate	Preservative	0.25	OQEMA
B	Belsil ADM 6057 E	Aqua (and) Amodimethicone	Conditioning Agent	2.00	Wacker
	Q-SILC-DM2	Dimethicone	Softness/ Silky Feel	2.00	OQEMA
	Q-SILC-DG13	Dimethicone (and) Dimethiconol	Softness/ Silky Feel/ Smoothing	2.00	OQEMA
	Neossance Hemisqualane	C13-15 Alkane	Emollient/ Anti-Frizz	4.00	Apprinova
	Naissance 233 Jojoba Golden	Simmondsia Chinensis (Jojoba) Seed Oil	Emollient/ Softening/ Shine	0.50	Naissance
	Naissance 228 Argan Oil	Argania Spinosa Kernel Oil	Emollient/ Softening/ Shine	0.50	Naissance
	Phenoxyethanol RCH	Phenoxyethanol	Preservative	0.60	Ashland
	Texiterra Marula Oil	Sclerocarya Birrea Seed Oil	Emollient/ Softening/ Shine	0.50	Scott Bader

Smooth and control unruly hair with this light spreading balm cream, whilst softening and adding shine. Formulated with Mirustyle XH-P for advanced heat protection, **Texiterra Marula Oil** for a silky-soft feel, and **Texiterra Raspberry Seed Oil** to boost shine. **Texique HE20**, as the sole emulsifier and rheology modifier, will help stabilise the formulation and provide a styling benefit to hair.



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	Texiterra Raspberry Seed Oil	Rubus Idaeus Seed Oil	Emollient/ Softening/ Shine	0.50	Scott Bader
C	Texique HE20	AMPS/HEMA Crosspolymer, C13-15 Alkane, Coco-Glucoside	Emulsifier/ Thickener/ Stabiliser/ Rheology Modifier	5.00	Scott Bader
D	MiruStyle X-HP	Aqua (and) Sodium Laneth- 40 Maleate/Styrene Sulfonate Copolymer	Heat Protection/ Styling Agent	5.50	Croda
	CPL Aromas – AR757665	Parfum	Fragrance	QS	CPL Aromas
E	Citric Acid Monohydrate	Citric Acid	pH Adjuster	QS	Univar

Method

1. Weigh out phase A individually and mix until completely dissolved.
2. Add phase B materials individually with mixing. This phase will not be uniform.
3. Add phase C and mix to disperse. Homogenise gently to form smooth emulsion.
4. Add phase D and mix until uniform.
5. Adjust pH to 5.50 – 6.50 with phase E.

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