



## Curl-licious Curl Cream

### Formulation Reference: FM00037/B

Style and manage your hair with this light textured curl cream. Containing frizz control actives to tame unruly hair and define your luscious curls! With **Texique PQ37** which effectively thickens and stabilizes the formulation, whilst providing a conditioning benefit to hair. Contains **Texterra Marula Oil**, a cold pressed non-greasy oil which nourishes hair from root to tip, targeting dry frizzy areas to leave hair silky soft.

Phase	INCI Ingredients	Function	% w/w	Trade Name
A	Aqua	Solvent	Up to 100%	Deionised Water
	Disodium EDTA	Chelating agent	0.05	Dissolvine NA2 <sup>1</sup>
	Sodium Benzoate	Preservative	0.25	Sodium Benzoate Granular <sup>2</sup>
	Glycerin	Humectant / Moisturisation	3.00	Pricerine 9091 <sup>3</sup>
B	VP/VA Copolymer	Film former / Styling aid	2.00	Luviskol VA 64W <sup>4</sup>
	<b>Scierocarya Birrea Seed Oil</b>	<b>Emollient / softening / shine / nourishes</b>	<b>1.00</b>	<b>Texterra Marula Oil<sup>5</sup></b>
	Argania Spinosa Kernel Oil	Emollient / softening / shine / nourishes	0.50	Argan Oil Virgin Organic <sup>6</sup>
	C13-15 Alkane	Emollient / softening / frizz control	5.00	Neossance Hemisqualane <sup>7</sup>
	Dimethicone (and) Dimethiconol	Silicone emollient / shine / frizz control	1.50	Q-SILC-DG13 <sup>2</sup>
	Phenoxyethanol	Preservative	0.60	Phenoxyethanol RCH <sup>8</sup>
C	<b>Aqua (and) Polyquaternium-37 (and) C13-15 Alkane (and) Trideceth-7</b>	<b>Conditioner / thickener / emulsifier / stabiliser</b>	<b>5.00</b>	<b>Texique PQ37<sup>5</sup></b>
D	Aqua (and) Polyquaternium-10 (and) PG-Hydroxyethylcellulose Cocodimonium Chloride	Styling agent / frizz control / curl enhancement	3.00	Mirustyle CP <sup>3</sup>
	Parfum	Fragrance	QS	CPL Aromas – AR757665 <sup>9</sup>
E	Citric acid solution	pH adjuster	QS	



**Suppliers:** <sup>1</sup> Nouryon | <sup>2</sup> OQEMA | <sup>3</sup> Croda | <sup>4</sup> BASF | <sup>5</sup> **Scott Bader** | <sup>6</sup> Aldivia | <sup>7</sup> Aprinova | <sup>8</sup> Ashland | <sup>9</sup> CPL Aromas

## Preparation procedure

1. Weigh out Phase A 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 until smooth emulsion.
4. Add Phase D materials and mix until uniform.
5. Adjust pH to 4.00 – 5.00 with Phase E.

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