



## Beat the Heat Hair Smoothing Cream

### Formulation Reference: FM00056/B

Smooth unruly hair with this light spreading balm cream, whilst softening and adding shine. Contains Mirustyle XH-P to provide high heat protection, **Texiterra Marula Oil** to give hair a silky-soft feel and **Texiterra Raspberry Seed Oil** known for its shine enhancing properties. With **Texique HE20** as the sole emulsifier and rheology modifier, helping to stabilise and provide a styling benefit to hair.

Phase	INCI Ingredients	Function	% w/w	Trade Name
A	Aqua	Solvent	Up to 100 %	Deionised Water
	Tetrasodium EDTA	Chelating agent	0.05	Edeta BX Powder <sup>1</sup>
	Sodium Benzoate	Preservative	0.25	Sodium Benzoate Granular <sup>2</sup>
B	Aqua (and) Amodimethicone	Conditioning agent	2.00	Belsil ADM 6057 E <sup>3</sup>
	Dimethicone	Softness / silky feel	2.00	Q-SILC-DM2 <sup>2</sup>
	Dimethicone (and) Dimethiconol	Softness / silky feel / smoothing	2.00	Q-SILC-DG13 <sup>2</sup>
	C13-15 Alkane	Emollient / Anti-frizz	4.00	Neossance Hemisqualane <sup>4</sup>
	<b>Sclerocarya Birrea Seed Oil</b>	<b>Emollient / softening / shine</b>	<b>0.50</b>	<b>Texiterra Marula Oil <sup>5</sup></b>
	<b>Rubus Idaeus Seed Oil</b>	<b>Emollient / softening / shine</b>	<b>0.50</b>	<b>Texiterra Raspberry Seed Oil <sup>5</sup></b>
	Simmondsia Chinensis (Jojoba) Seed Oil	Emollient / softening / shine	0.50	Naissance 233 Jojoba Golden <sup>6</sup>
	Argania Spinosa Kernel Oil	Emollient / softening / shine	0.50	Naissance 228 Argan Oil <sup>6</sup>
	Phenoxyethanol	Preservative	0.60	Phenoxyethanol RCH <sup>7</sup>
C	<b>AMPS/HEMA crosspolymer, C13-15 alkane, coco-glucoside</b>	<b>Emulsifier / thickening / stabiliser / rheology modifier</b>	<b>5.00</b>	<b>Texique HE20 <sup>5</sup></b>
D	Aqua (and) Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer	Heat Protection / styling agent	5.50	MiruStyle X-HP <sup>8</sup>
	Parfum	Fragrance	QS	CPL Aromas – AR757665 <sup>9</sup>



Citric Acid

QS

Citric Acid Monohydrate

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

## Preparation procedure

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 Citric acid.

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