

Starting point formulation – Purifying clay and odor control dog shampoo – pawfectly clean

A mild conditioning shampoo for dogs combining formulation stabilization with **GELWHITE-H**, effective dirt binding through **PURABYK-P 5541 SATIN**, and odor control for a clean, fresh, and cared-for coat.

Formulation

Position	Component	INCI	Supplier	Function	Dosage (%)
A	Water	Aqua		Carrier	70.95
	GELWHITE-H	Bentonite	BYK	Rheology modifier	2.00
	Cosphaderm X 34	Xanthan Gum	Cosphatec	Thickener	0.60
	Perlastan L 30	Sodium Lauroyl Sarcosinate	Schill + Seilacher	Surfactant	5.00
	Dehyton AB 30	Cocamidopropyl Betaine	BASF	Surfactant	9.00
	Plantaren 2000N UP	Decyl Glucoside	BASF	Surfactant	5.00
	Glycerin 85 %	Glycerin 85 %	VWR	Moisturizer	1.50
	D-Panthenol 75 W	Panthenol, Aqua	BASF	Active	1.00
	PURABYK-P 5541 SATIN	Bentonite	BYK	Absorbing agent	2.00
B	Aloe Vera Extract 200:1 Bio	Aloe Barbadensis Leaf Juice Powder	Dragonspice Naturwaren	Active	0.05
	Hydrolized Pea Protein	Hydrolized Pea Protein	Le-Nutra	Active	0.30
	Zinc PCA	Zinc PCA	Alexmo Cosmetics GmbH	Active	0.20
	TEGODEO CW 90 E	Zinc Ricinoleate, Tetrahydroxypropyl Ethylenediamine, Laureth-3, Propylene Glycol	Evonik	Active	0.75
	Hydrolized Silk	Aqua, Hydrolized Silk, Kalium Sorbate	Dragonspice Naturwaren	Active	0.75
C	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	Ashland	Preservative	0.80
D	Manga Star	Simondsia Chinensis Seed Oil, Natural Fragrance	Dragonspice Naturwaren	Fragrance	0.10
Total					100.00

Instructions (manufacturing procedure)

- Add GELWHITE-H and Cosphaderm X 34 to the water of phase A while stirring.
- After the formation of the gel add the rest of phase A one after the other under moderate stirring.
- Adjust the pH-value to 6.5 with citric acid.
- Then add phase B and stir until homogeneous.
- Adjust the final pH-value to 6.5–7.0 with citric acid.

Characteristic data

- Appearance: viscous, off-white liquid.
- Storage stability: 3 months at 40 °C.

PURABYK-P 5541 SATIN

is a natural bentonite providing binding properties.

GELWHITE-H is a high-purity natural phyllosilicate offering excellent anti-settling and stabilizing properties.



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