

Starting point formulation – Natural shampoo – strength revival

This shampoo strengthens the hair fiber with its valuable ingredients, reduces hair breakage, provides moisture, and repairs damaged hair already during washing. The result is visibly stronger, more resilient hair. Its pleasant flow properties and effective stabilization are achieved through the unique characteristics of **PURABYK-R 5510**.

Formulation

Position	Component	INCI	Supplier	Function	Dosage (%)
1	Demineralized water	Aqua		Carrier/Solvent	59.45
2	PURABYK-R 5510	Bentonite (and) Xanthan Gum	BYK	Rheology modifier	3.00
3	Pentavitin	Saccharide Isomerate	dsm-firmenich	Moisturizing agent	0.25
4	TEGO Cosmo C 100	Creatine	Evonik	Active	0.40
5	Genecare OSMS BA	Betaine	IFF Bioscience	Humectant	1.00
6	Perlastan L 30	Sodium Lauroyl Sarcosinate	Schill+Seilacher	Surfactant, anionic	7.00
7	PLANTACARE 818 UP	Coco Glucoside	BASF	Surfactant, non-ionic	10.00
8	Dehyton MC	Sodium Cocoamphoacetate	BASF	Surfactant, amphoteric	11.00
9	Lactic Acid 80 %	L-Lactic Acid	Sigma Aldrich	pH- adjuster, active	1.75
10	TEGOSOFT LSE 65 K Soft (MB)	Sucrose Cocoate	Evonik	Emollient, refatting agent	1.00
11	SymFEEL Quat Green	Polyglyceryl-3 Betainate Citrate, 1,2-Hexanediol, Caprylyl Glycol	Symrise	Conditioner	1.00
12	Hydrolyzed Pea (Erbsen) Protein	Hydrolyzed Pea Protein	Le-Nutra	Active	0.75
13	EasyTens S2 Pure	Polyglyceryl-6 Caprylate/Caprates	Hydrior	Solubilizer	1.25
13	Cosphaderm MultiMEG	Glyceryl Caprylate, Pentylene Glycol, Magnolia Officinalis Bark Extract	Cosphatec	Multifunctional, preservative	0.80
13	Pure Sport SY491295	Fragrance	Symrise	Parfum	0.35
14	Sodium Chloride	Sodium Chloride	VWR	Thickening agent	1.00
Total					100.00

Instructions (manufacturing procedure)

- Add demineralized water into a beaker.
- Add PURABYK-R 5510 slowly into the water while stirring (IKA wingstirrer 800 rpm), stir at least for 20 min.
- One after the other add materials of position 3–8 and stir well after each adjustment (IKA wingstirrer, 500 rpm, 2 min).
- Adjust the pH-value to 5.2–5.7 with Lactic Acid.
- One after the other add materials 10–12 while stirring well (IKA wingstirrer 500 rpm, 5 min).
- Then add materials of position 13 (IKA wingstirrer 600 rpm, 500 rpm, 10 min).
- At last adjust Sodium Chloride to stabilize formulation and viscosity (IKA wingstirrer 500 rpm, 5 min).
- Measure the pH-value, viscosity and fill into bottles.

Characteristic data

- Appearance: viscous beige liquid.
- Storage stability: 3 months at 40 °C.

PURABYK-R 5510 is a rheology additive based on activated bentonite for aqueous systems. Particularly recommended as a gelling agent for aqueous phases in personal care applications to achieve thixotropic stabilization and high thickening performance (COSMOS approved, NATRUE approved).



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