



ARIANOR **Madder Red 306003** HP

HAIR COLOR AND CARE
ARIANOR® EXTENSION RANGE

AGENDA

1. MARKET LANDSCAPE
2. PRODUCT DESCRIPTION
3. KEY BENEFITS
4. APPLICATION FORMULA

MARKET
LANDSCAPE

WHAT'S HAPPENING IN HAIR COLOR MARKET ?



HAIR COLOR MARKET

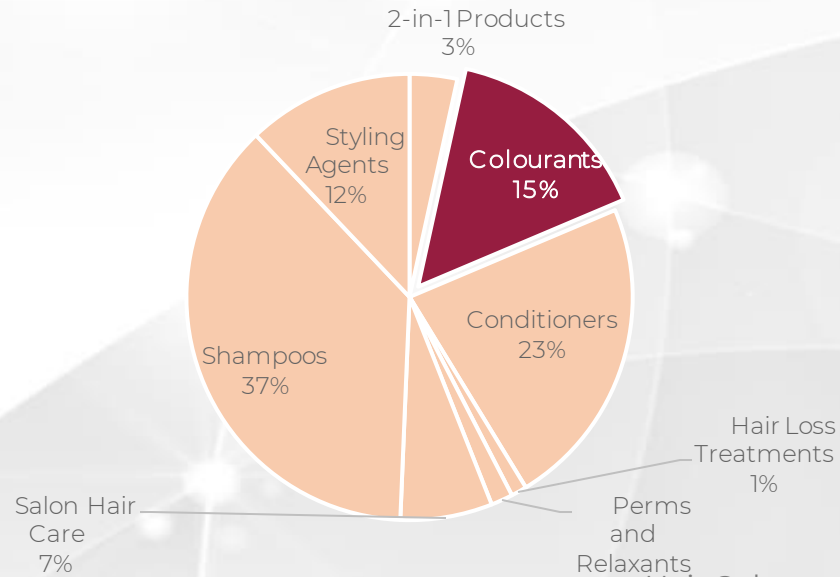
MARKET LANDSCAPE

PRODUCT DESCRIPTION

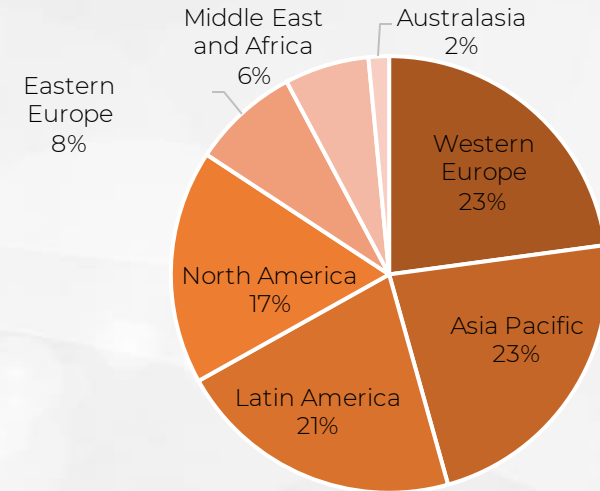
KEY BENEFITS

APPLICATION FORMULA

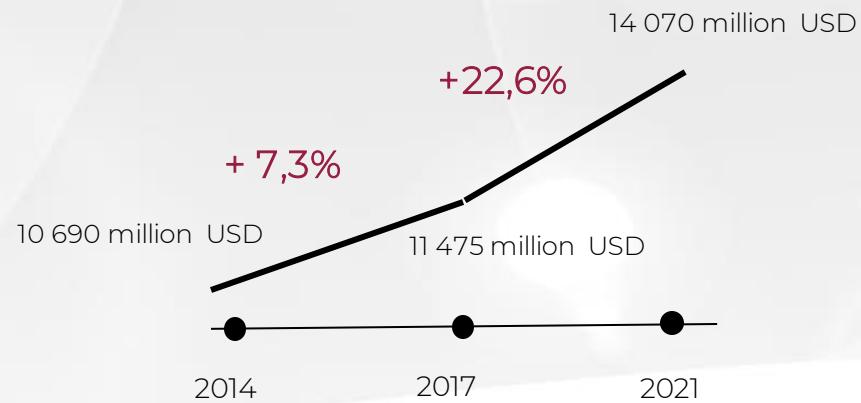
Hair Color & Care 2017 Revenue USD



Hair color market by regions in 2017 (by revenue USD)



Hair Color market revenue evolution



SEMI-PERMANENT BRINGS A RESPONSE TO CONSUMER NEEDS

MARKET LANDSCAPE

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Repair hair damages

Inclusion of added values actives for moisturizing & caring (botanicals, oils, vitamins, proteins)

Convenience

Ease application in cream, gel, shampoo, conditioner format. Application time 20 to 30 min

Extend color longevity

Hair color correctors and enhancers in shampoo or conditioner format



Safety

Growing trend of « free from » claims (ammonia, peroxide PPD, sulfate-free).

Experiment & express yourself

Change color more often & follow trends (pastel and chromatic colors)



SEMI-PERMANENT RED BASIC DYES

As a market leader and producer of semi-permanent hair dyes,
 And in order to address consumers safety concern,
 Sensient Cosmetic Technologies extend Arianor® range of Basic dyes with

ARIANOR MADDER RED 306003HP (“Higher Purity”)

Red Basic dyes of the market

	Non colored	Basic Red 76	Basic Red 51	Basic Violet 2
		Arianor Madder Red 306003 & 306003HP	Arianor Cherry Red 306008	Arianor Magenta 306082
Yack hair				

Selection of the dye is done in relation of desired final shade, regulatory constraints, formulation composition

MARKET LANDSCAPE

PRODUCT DESCRIPTION

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PRODUCT
DESCRIPTION

WHAT IS ARIANOR MADDER RED 306003HP ?



ARIANOR MADDER RED 306003HP

Cationic dye for semi-permanent hair color

PRODUCT DESCRIPTION

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INCI : Basic Red 76



Regulatory status : compliant with EU*, USA, Japan, China*, Korea ** regulations



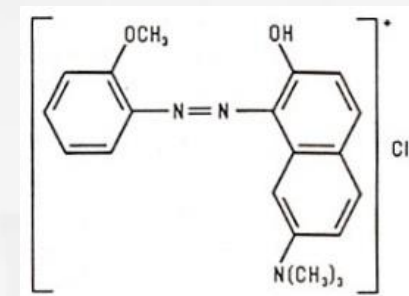
Technical properties:

- Cationic character
- High Purity grade – meets SCCS requirements
- High color strength
- Stable from pH 5-9
- Adapted to semi-permanent applications

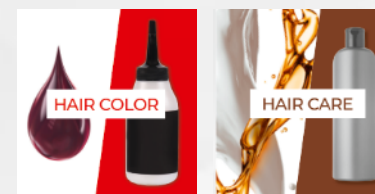


Hair coloration benefits:

- Long lasting properties, even on damaged hair
- For shades dedicated to gray coverage and chromatic colors
- Can be used for toners and color correction



Targeted applications



SPECIFICATIONS

Meets SCCS requirements

- HPLC purity (254 nm – area % - Method 10-518) : Min 98%
- Assay (color strength) : 59-63%
- O-anisidine : <2 ppm
- NBTRI (7-hydroxy-N,N,N-trimethyl-naphtalen-2-ammonium chloride): <500 ppm
- Impurity A (MW442.5) (area %) : <0,30
- Heavy metal specifications



Metal	Pb	As	Hg	Cr	Ni	Zn	Cu	Ba	Cd	Sb	Co	Se
ppm	0-10	0-3	0-1	0-20	0-10	0-50	0-20	0-20	0-1	0-10	0-30	0-10

- Shelf life: 5 years

PRODUCT DESCRIPTION

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REGULATORY STATUS

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Arianor Name	ARIANOR MADDER RED 306003HP
INCI Name	Basic Red 76
Cosmetic Europe N°	C008
SCCS Opinion	SCCS/1385/10 * Revision of 21 June 2011
EU % use (non oxidative/ Oxidative conditions -on head)	2,0 in non oxidative application (Annexe III/267)
Japon Japanese Hair Colour Industry Association	Listed (Category II/4, as Arianor)
Chine Hygienic Standard for Cosmetics	Listed (Table 7/ 40) 2,0% max in non oxidative application
Korea	Listed 2,0% max



KEY
BENEFITS

WHY USING ARIANOR MADDER RED 306003HP ?



PERFORMANCES

- Highest purity level on the market*

HPLC purity (254 nm – area %) with Method 10-518

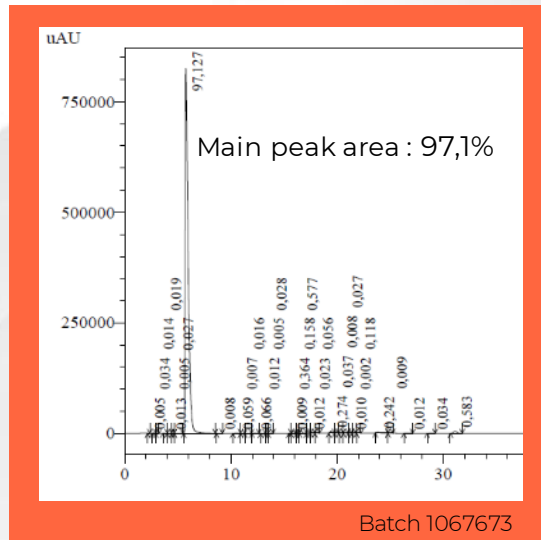
PRODUCT DESCRIPTION

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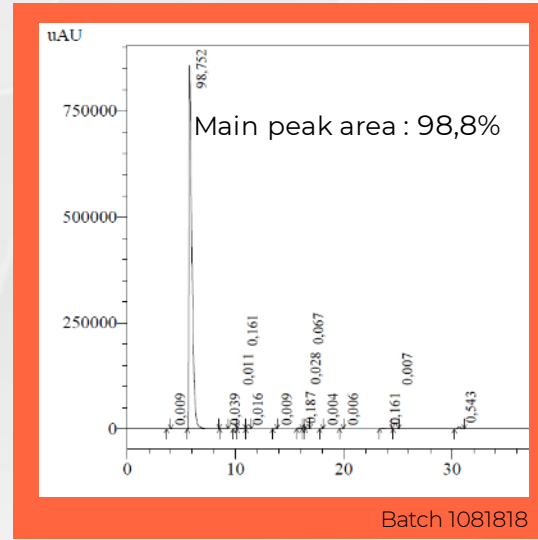
KEY BENEFITS

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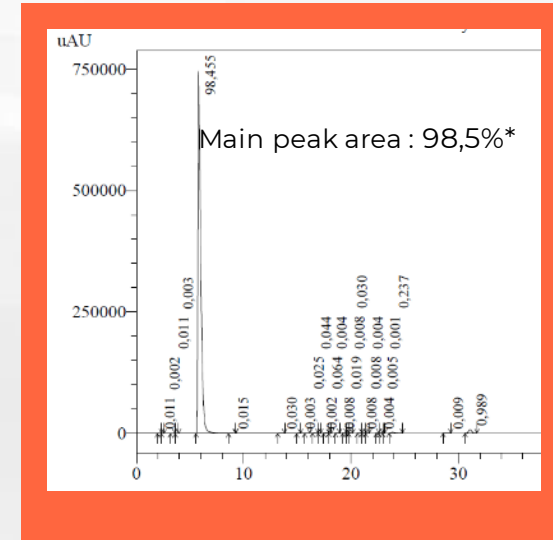
Arianor Madder Red 306003



New! Arianor Madder Red 306003HP

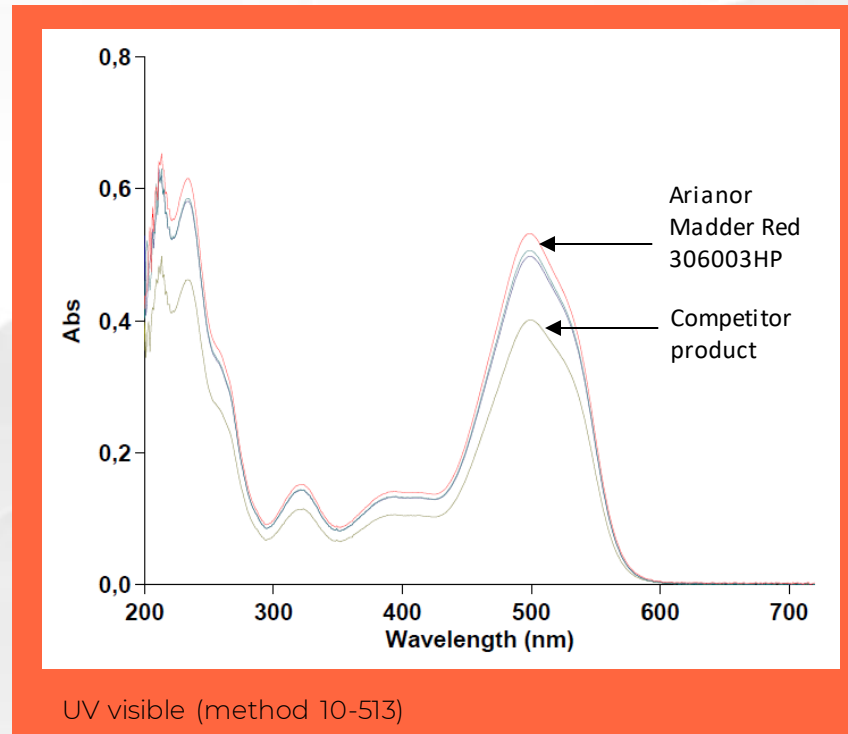


Competitor Basic Red 76



PERFORMANCES

- Color strength +30% compared to competition**



New! Arianor Madder Red 306003HP

	306003HP specifications	Competitor
Dye content (%) – 499 nm	60 - 65	48,6

Protocole:

$$\text{Dye Content (\%)} = \frac{A \times MW \times 100\%}{d \times \epsilon_{mol} \times [C]}$$

d = thickness of the cell in cm (= 1)

Weight taken (WT): 12 to 15 mg □ 1000 ml deionized water

PRODUCT DESCRIPTION

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HOW TO USE ARIANOR MADDER RED 306003HP ?

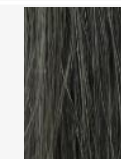


FORMULATION ADVICES



% of use	2 % max (see EU regulation)
pH stability	5 to 9
Format	gel, cream, mousse, lotion, shampoo, conditioner
Compatibility	Limited compatibility with anionic ingredients <ul style="list-style-type: none">• Avoid chelating agent like Covastyle ED (tetrasodium EDTA)• Low or no coloring effect with anionic surfactants, used preferably non ionic or amphoteric surfactants
Solvent system effect	<ul style="list-style-type: none">• Use Covafix 123 to improve dye penetration into the hair and color performance

SCT2159 Radiant hair color cream
Application on 85% natural gray hair : 5min



Without
Covafix 123



With 12 %
Covafix 123



Guidelines to choose the best red dye adapted to your application

Arianor Madder Red best use:

- Natural shades for coverage of first gray hair
- Toning and correcting application
- In association with Arianor Straw Yellow, Sienna Brown, Mahogany, Steel Blue and Caribbean Blue

Arianor Cherry Red and Arianor Magenta best use:

- Chromatic shades
- In association with other strong cationic dyes of the range : Arianor Fire Orange, Lemon Yellow, Jade Blue

MARKET
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SENSIENT FORMULATIONS

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SEMI-PERMANENT HAIR COLOR

- SCT2158 Radiant hair color gel
- SCT2159 Radiant hair color cream
- SCT2162 Ageless hair color treatment



HAIR COLOR & CARE

- SCT2160 Go Perfect Toning conditioner



SEMI-PERMANENT EYEBROW COLOR

- SCT2178 Ageless Brow dye – Ash brown

SCT2158 Radiant hair color gel

Semi-permanent hair color

This water based gel formula provides high coloring effect. **Covafix123** is an optimized solvent blend to promote dyes penetration into the hair. **Natpure Feel-M Eco** will increase the conditioner effect of the formula. **Arianor®** range will provide you all the colors that you want to make from intense to pastel shades.

Application: Spread and let it act for 20 minutes. Rinse with tap water until the water runs clear.

Last: 10 to 12 shampoos (Level 1)

	Commercial name	Supplier	INCI name [EU]	% W/W
PHASE A	Demineralized water		Aqua	To 100
	Arianor	(1)	Basic dyes	According to shade
PHASE B	Natrosol 250MR	(2)	Hydroxyethylcellulose	1.3
	Ucare polymer JR 400	(3)	Polyquaternium-10	0.2
	Covastyle ED	(1)	Tetrasodium EDTA	0.2
PHASE C	Covafix 123	(1)	Propylene Glycol (and) Benzyl Alcohol (and) Quaternium-80	6
	Dehyton K COS	(4)	Cocamidopropylbetaine	10
	Microcare PHG	(5)	Phenoxyethanol (and) Caprylyl Glycol	0.50
	Triethanolamine		Triethanolamine	0,40
PHASE D	Citric acid (20% in water)		Citric acid	to pH= 8 +/- 0.2

(1) Sensient Cosmetic Technologies (2) Ashland (3) Dow personal care (4) BASF (5) Thor

Manufacturing Procedure in Annex n°2



SCT2158 Radiant hair color gel

Shade formulas (% W/W)

Natural shades	ARIANOR										
	Straw Yellow 306005	Sienna Brown 306011	Madder Red 306003/ 306003HP	Ebony 306020	Cherry Red 306008	Fire Orange 306081	Lemon Yellow 306087	Jade Blue 306085	Magenta 306082	Caribbean Blue 306086	Black Night 306089
LIGHT BROWN	0.12	0.08	0.07	---	---	---	---	---	---	0.15	---
DARK BROWN	0.25	0.20	0.20	---	---	---	---	---	---	0.50	---
SMOKY GRAY	0.06	0.04	0.04	---	---	---	---	---	---	0.15	---
CHARCOAL	0.24	0.16	0.16	---	---	---	---	---	---	0.60	---

SCT2159 Radiant hair color cream

Semi-permanent hair color

This cationic emulsion formula provides high coloring effect. **Covafix 123** is an optimized solvent blend to promote dyes penetration into the hair. **Natpure Feel-M Eco** will increase the conditioner effect of the formula. **Arianor®** range will provide you all the colors that you want to make from intense to pastel shades.

Application: Spread and let it act for 20 minutes. Rinse with tap water until the water runs clear.

Last: 5 to 12 shampoos (Level 1), according to shade.

	Commercial name	Supplier	INCI name [EU]	% W/W
PHASEA	Demineralized water		Aqua	To 100
	Covafix 123	(1)	Propylene Glycol (and) Benzyl Alcohol (and) Quaternium-80	12.00
	Arianor	(1)	Basic dyes	According to shade
PHASEB	Flocare ET 1037	(2)	Polyquaternium 37 (and) Mineral Oil (Paraffinum Liquidum) (and) Trideceth-6	3.50
	Natpure Feel-M Eco	(1)	Isopropyl Palmitate (and) Isostearyl Isostearate (and) Octyldodecanol (and) Octyldodecyl Myristate	4.00
PHASEC	Microcare PHG	(3)	Phenoxyethanol (and) Caprylyl Glycol	0.50
PHASED	Triethanolamine		Triethanolamine	to pH= 6.0 +/- 0.2

(1) Sensient Cosmetic Technologies (2) SNF (3) Thor

Manufacturing Procedure in Annex n°2



SCT2159 Radiant hair color cream

Shade formulas (% W/W)

Natural shades	ARIANOR										
	Straw Yellow 306005	Sienna Brown 306011	Madder Red 306003/ 306003HP	Ebony 306020	Cherry Red 306008	Fire Orange 306081	Lemon Yellow 306087	Jade Blue 306085	Magenta 306082	Caribbean Blue 306086	Black Night 306089
BLONDE	0.08	0.015	0.015	---	---	---	---	---	---	0.02	---
LIGHT BROWN	0.07	0.04	0.04	---	---	---	---	---	---	0.05	---
BROWN	0.085	0.05	0.07	---	---	---	---	---	---	0.10	---
DARK BROWN	0.12	0.08	0.12	---	---	---	---	---	---	0.25	---
BLACK	0.09	0.09	0.12	---	---	---	---	---	---	0.45	---

SCT2162 Ageless hair color treatment

Semi-permanent hair color with conditioning effect

This cationic lamellar phase formula will provide coloring and high conditioning effect. **Covafix123** is an optimized solvent blend to promote dyes penetration into the hair. **Natpure Feel-M Eco** and **Sensibiopro C** will increase the conditioning effect of the formula. The **Arianor®** dyes provide you all the colors that you want to make from intense to pastel shades and bring you a good coverage.

Application: Spread and let it act for 20 minutes. Rinse with tap water until the water runs clear.

Last: 5 to 12 shampoos (Level 1), according to shade.

	Commercial name	Supplier	INCI name [EU]	% W/W
PHASE A	Pure water		Aqua	To 100
	Varisoft BT 85	(2)	Behentrimonium Chloride	1.50
	Covafix 123	(1)	Propylene glycol (and) Benzyl alcohol (and) Quaternium-80	6.00
	Arianor	(1)	Basic dyes	According to shade
PHASE B	Natrosol 250 MR	(3)	Hydroxyethylcellulose	0.20
PHASE C	Lanette O	(4)	Cetearyl Alcohol	5.00
	TEGO Amid S18	(2)	Stearamidopropyl Dimethylamine	1.00
	Natpure Feel-M Eco	(1)	Isopropyl Palmitate (and) Isostearyl Isostearate (and) Octyldodecanol (and) Octyldodecyl Myristate	2.00
PHASE D	Microcare PHG	(5)	Phenoxyethanol (and) Caprylyl glycol	0.50
	Sensibiopro C	(1)	Aqua (and) Glycerin (and) Hydrolyzed Yeast Protein (and) Xanthan Gum (and) Gluconolactone (and) PPG-26 Buteth-26 (and) PEG 40 Hydrogenated Castor Oil	1.00
	Isopropyl Alcohol	(6)	Isopropyl Alcohol	1.00
PHASE E	Citric acid (20%)		Citric acid	to pH= 5.0 +/- 0.2



1) Sensient Cosmetic Technologies (2) Evonik (3) Ashland (4) BASF (5) Thor (6) Univar

SCT2162 Ageless hair color treatment

Shade formulas (% W/W)

Shades	ARIANOR										
	Straw Yellow 306005	Sienna Brown 306011	Madder Red 306003 / 306003HP	Ebony 306020	Cherry Red 306008	Fire Orange 306081	Lemon Yellow 306087	Jade Blue 306085	Magenta 306082	Caribbean Blue 306086	Black Night 306089
CARIBBEAN BLUE	---	---	---	---	---	---	---	---	---	0.3	---
SILVER	0.015	0.02	0.03	---	---	---	---	---	---	0.09	---
BLACK	0.04	0.05	0.08	---	---	---	---	---	---	0.24	---

SCT2160 Go perfect toning conditioner

Toner conditioning to correct unwanted tones or to enhance hair coloration.

Arianor® dyes are cationic dyes that enable to create all desired shades for semi-permanent hair color.

The two Sensient's hair active ingredients: **Sensibiopro R**, a biomimetic composition of hair barrier structure, and **Sensibiopro C**, a combination of hydrolyzed proteins, provide to this conditioner a repairing and anti-fading actions.

Application: Spread and let it act for few minutes. Rinse with tap water until the water runs clear. Repeat application for more intense results.

Last: 2 to 5 shampoos, according to shade.

	Commercial name	Supplier	INCI name [EU]	% W/W
PHASE A	Pure water		Aqua	To 100
	Varisoft BT 85	(2)	Behentrimonium Chloride	1.50
PHASE B	Arianor	(1)	Basic dyes	According to shade
	Natrosol 250 MR	(3)	Hydroxyethylcellulose	0.50
PHASE C	Lanette O	(4)	Cetearyl Alcohol	5.00
	TEGO Amid S18	(2)	Stearamidopropyl Dimethylamine	1.00
	Natpure Feel-M Eco	(1)	Isopropyl Palmitate (and) Isostearyl Isostearate (and) Octyldodecanol (and) Octyldodecyl Myristate	2.00
	Sensibiopro R	(1)	Cocos Nucifera Oil (and) Stearic Acid (and) Caprylic/Capric Triglyceride (and) Propanediol (and) Tocopheryl Acetate (and) Hydrolyzed Yeast Protein (and) Gamma-Docosalactone	1.00
PHASE D	Microcare PDHG	(5)	Phenoxyethanol (and) Caprylyl glycol	1,00
	Isopropyl Alcohol	(6)	Isopropyl Alcohol	1.50
	Covapearl AQ	(1)	Mica (and) PEG-12 Dimethicone	0.20
	Pantone Moisture Renewal Sweet (549982423)	(7)	Fragrance	0.40
PHASE E	Citric acid (20% in water)		Citric acid	to pH= 4,0 +/- 0.2

(1) Sensient Cosmetic Technologies (2) Evonik (3) Ashland (4) BASF (5) Thor (6) Univar (7) Sensient Fragrance



SCT2160 Go perfect toning conditioner

Shade formulas (% W/W)

	Natural shades	ARIANOR				COVAPEARL AQ					
		Straw Yellow 306005	Sienna Brown 306011	Madder Red 306003/ 306003 HP	Caribbean Blue 306086	SATIN 931	DORE GOLD 232	PINK 433	BRIGHT 933	BLUE 635	SPARKLING SILVER 937
ENHANCER	Grey <i>(Natural Gray hair)</i>	0.006	0.007	0.0095	0.030	0.2	---	---	---	---	---
	Warm Blonde <i>(Natural blonde hair)</i>	0.01	0.0005	---	---	---	0.2	---	---	---	---
	Soft Brunette <i>(Brown hair)</i>	0.008	0.01	0.008	0.009	---	0.2	---	---	---	---
	Hot Brunette <i>(Dark hair)</i>	---	---	0.01	---	---	---	0.2	---	---	---
TONER	Anti-Yellowish <i>(Natural Gray and bleached blonde hair)</i>	---	---	0.001	0.002	---	---	---	0.2	---	---
	Anti-Brassy (Blue) <i>(Bleached Medium blonde and brown hair – orange tones)</i>	---	---	---	0.002	---	---	---	---	0.2	---
	Anti-Reddish (Green) <i>(Dark hair – red tones)</i>	0.02	---	---	0.03	---	---	---	---	---	0.2

SCT2178 Ageless Brow dye – Ash brown

Semi-permanent product to enhance or change the eyebrow color.

This gel containing a combination of **Arianor®** dyes gives the right shade to highlight your eyebrows for a natural look that lasts several days. **Sensibiopro C** is a unique combination of hydrolyzed proteins with natural affinity for hair fibers, providing conditioning and anti-fading effect.

	Commercial name	Supplier	INCI name [EU]	% W/W
PHASE A	Demineralized water		Aqua	63.70
	Arianor Caribbean Blue 306086	(1)	HC Blue 16	0.25
	Arianor Straw Yellow 306005	(1)	Basic Yellow 57	0.20
	Arianor Madder Red 306003HP	(1)	Basic Red 76	0.20
	Arianor Sienna Brown 306011	(1)	Basic Brown 17	0.15
PHASE B	Natrosol 250MR	(2)	Hydroxyethylcellulose	1.50
PHASE C	Benzyl Alcohol		Benzyl Alcohol	3.00
	Denatured alcohol		Ethyl Alcohol	30.00
PHASE D	Sensibiopro C	(1)	Aqua [Water] (and) Glycerin (and) Hydrolyzed Yeast Protein (and) Xanthan Gum (and) Gluconolactone (and) PPG-26 Buteth-26 (and) PEG 40 Hydrogenated Castor Oil	1.00
PHASE E	Citric acid	(3)	Citric acid	To pH=6.0 +/-0.2

(1) Sensient Cosmetic Technologies (2) Ashland (3) VWR

Manufacturing Procedure in Annex n°3





LET'S INNOVATE **Beauty** TOGETHER!

HAIR COLOR AND CARE


SENSIENT[®]
COSMETIC TECHNOLOGIES

Annex n°1 : SCCS definition

SCCS/1385/10, revision of 21st June 2011.

3.1.4 Purity, composition and substance codes

Purity of the test substance was quantified in D₂O against Na-acetate as standard based on ¹H-NMR. ¹H-, ¹³C-, DEPT and 2D-NMR- were performed in D₂O and DMSO for further confirmation of identity.

UV-Vis-spectra showed maxima at the wavelength 235 nm, 332 nm and 503 nm.

Purity and impurities	Batch 0050644101 (SAT 040267)	Batch 0057891101 (SAT 050017)	Batch 12/13B (SAT 050529)	material used in the market
reference	2	3	4	1
Dye content by NMR	62%(w/w)	80.5% (w/w)	89.1% (w/w)	> 77%(w/w)
Purity by HPLC	98.1%(area)	98.6% (area)	98.5% (area)	> 97%(area)

3.1.5 Impurities / accompanying contaminants

Purity of batch 0050644101 (SAT 040267), 0057891101 (SAT 050017) and 12/13B (SAT 050529) was determined by HPLC-UV. The purity was calculated via area percentage. Impurities of o-anisidine were determined by HPLC-UV against o-anisidine standard solutions.

Water content was determined by Karl-Fischer-Titration. Methyl sulphate and chloride were determined by ion-chromatography. Sodium and calcium were determined by ICP-metal ion screening.

Chloromethane and methyl formate were determined by gas chromatography. Sulphate ash was determined by sulphate ash assay. Saccharose was determined by HPLC with refractive index detection.

	Batch 0050644101 (SAT 040267)	Batch 0057891101 (SAT 050017)	Batch 12/13B (SAT 050529)	material used in the market
reference	2	3	4	1
water content	5,1%(w/w)	4.1% (w/w)	3.1% (w/w)	<6%(w/w)
Monomethyl sulphate	11.8%(w/w)	15.9% (w/w)	11.4% (w/w)	<18%(w/w)
o-anisidine	5 ppm	19 ppm	11 ppm	<10 ppm
Chloromethane		0.3% (w/w)	0.1% (w/w)	
Methyl acetate		0.1% (w/w)		
Methyl formate		0.4% (w/w)		
7-Hydroxy-N,N,N-trimethyl-naphthalen-2-aminium chloride		< 500 ppm (detection limit)	< 500 ppm (detection limit)	
methanol			0.7 % (w/w)	
Sulphated ash	0.4% (w/w)	0.3% (w/w)	0.1% (w/w)	< 0.5% (w/w)
Chloride	1.6%(w/w)	2.7% (w/w)	4.4% (w/w)	< 5%(w/w)

	Batch 0050644101 (SAT 040267)	Batch 0057891101 (SAT 050017)	Batch 12/13B (SAT 050529)	material used in the market
Sodium	630 ppm	190 ppm	240 ppm	
Calcium	590 ppm			
Saccharose*	25.8%(w/w)			

* Note: As this batch represents an actual market material it contains the extender saccharose which has been used to adjust the colour strength to a certain predefined value

All batches analysed contain (mono)methyl sulphate 11.4 to 18%. SCCS considers that it is used as an anion to the dye. No toxicity data for monomethyl sulphate were provided.

Annex n°2 : Application formulas manufacturing process

SCT2158 Radiant hair color gel

1. Dissolve Arianor dye(s) into hot water (50-60°C).
2. Disperse phase B into phase A under mechanical stirring until you get an homogeneous clear gel.
3. Add Phase C ingredients with gentle mixing. Mix until uniform.
4. Add triethanolamine and homogeneize.
5. Adjust to pH=8.0 with citric acid solution

SCT2159 Radiant hair color cream

1. Dissolve Arianor dye(s) with Covafix 123 into hot water (50-60°C).
2. Add Flocare ET 1037 and Natpure Feel-M Eco into phase A. Mix to obtain an emulsion.
3. Add Microcare PHG with gentle mixing. Mix until uniform.
4. Adjust to pH=6.0 with triethanolamine.

SCT2178 Ageless brown dye – Ash Brown

1. Dissolve the dyes into water at 50-60°C under stirring.
2. Disperse Hydroxyethylcellulose under stirring to obtain a homogeneous gel.
3. Then add Benzyl alcohol and Denatured alcohol
4. Add Sensibiopro C and homogeneize.
5. At room temperature, adjust pH to 6.0 with citric acid solution.

SCT2160 Go perfect toner - conditioner

1. Dissolve Arianor dye(s) into hot water (60-70°C) then under stirring add Varisoft BT 85. Maintain temperature to 70°C.
2. Disperse Hydroxyethylcellulose. Stir to obtain a homogeneous gel.
3. Melt down Lanette O, TEGO Amid S18 and Natpure Feel-M Eco then pour into phase A. Mix to obtain an emulsion.
4. Add Phase D ingredients to batch with gentle mixing and complete water loss due to evaporation. Mix until uniform.
5. Adjust to pH=4 with citric acid solution.

SCT2162 Ageless hair color treatment

1. Dissolve Arianor dye(s) into hot water (60-70°C) with Covafix 123 then under stirring add Varisoft BT 85. Maintain temperature to 70°C.
2. Disperse Hydroxyethylcellulose. Stir to obtain a homogeneous gel.
3. Melt down Lanette O, TEGO Amid S18 and Natpure Feel-M Eco then pour into phase A. Mix to obtain an emulsion.
4. Add Phase D ingredients to batch with gentle mixing and complete water loss due to evaporation. Mix until uniform.
5. Adjust to pH=4.0 with citric acid solution.