

KAO SOFCARE®

GP-1

OUTSTANDING CONDITIONING AGENT

FOR PERSONAL CARE

EXCELLENT HAIR SHINE
CUTICLE REPAIR
MORE SMOOTHNESS
BEAUTIFUL HAIR TIPS
EASY TO MANAGE
SILICONE-LIKE TEXTURE IN DRY STAGE
EASY HAIR STYLE MANAGEMENT



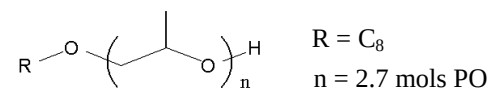
KAO SURFACTANTS TECHNOLOGY AT YOUR SERVICE

Main characteristics

- Derived from natural fatty oil
- Without water or any solvents (VOCs)
- Chemically stable and colorless liquid with low viscosity
- Non-ionic character



INCI name
PPG-3 Caprylyl Ether



Properties	
Active Matter	100%
Appearance (25°C)	Clear transparent liquid
Viscosity (20°C)	< 10 cPs
pH (5% suspension)	5-7

KAO SOFCARE® GP-1 is a multifunctional conditioning agent for personal care products, imparting similar characteristics to those of silicone, such as feel and functionality. KAO SOFCARE® GP-1 is an ideal total or partial replacement for amodimethicones and dimethicones. It is easily incorporated in shampoos and conditioners (a polymer for stabilization is not required) and offers thicken ability properties.

CONSUMER BENEFITS

- Silicones-like feel and functionality
- High foaming and conditioning
- Good manageability and keeping hair volume
- No frizz
- Tangible hair shine
- Improves emulsion aesthetics

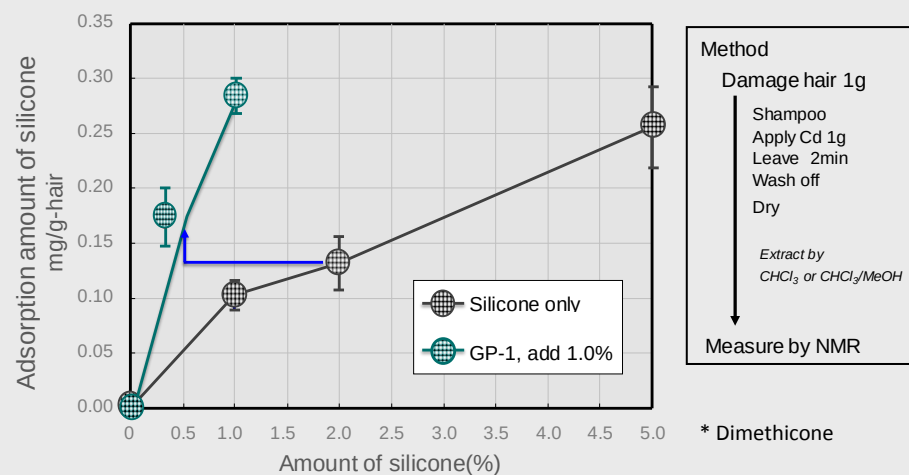
FORMULATOR BENEFITS

- Clear formulations
- Alternative to silicone or silicone reduction
- Foam stabilizer
- Easily incorporated
- Good stability
- Good thickening properties

BOOSTER EFFECT ON SILICONE CARE ADSORPTION



KAO SOFCARE® GP-1 improves efficiency of silicone adsorption, reducing the amount of silicone needed in the final formulation from 1 to ¼.



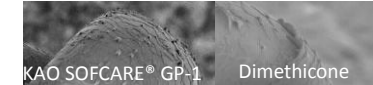
Excellent uniform adsorption from roots to tips and easy to manage of hair tips.

HAIR SHINE / EASY TO MANAGE

Hair shine



Cuticle repair



KAO SOFCARE® GP-1 uniformly adsorbs and coats on the hair surface, as a result, it prevents hairs from lifting-up of cuticles, and makes hairs more beautiful and shining.

Smoothness and Manageability



A unique hydrophobic property of **KAO SOFCARE® GP-1** improves and control hair manageability and waves from water-set, it also improves hair smoothness and combability.

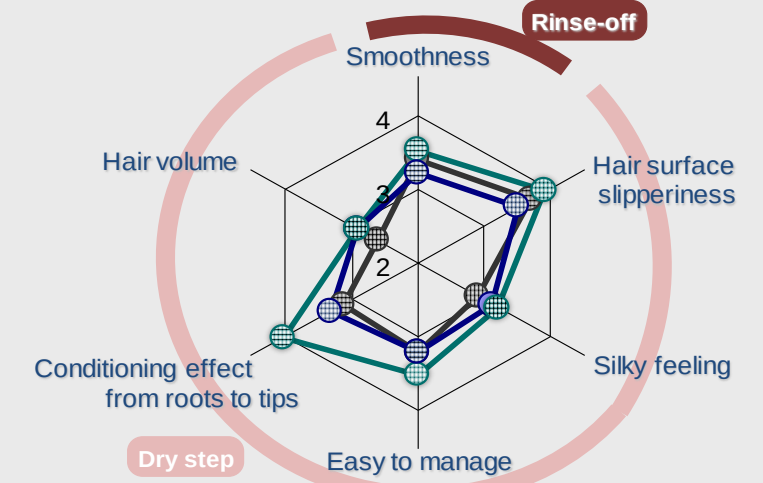
EXCELLENT CONDITIONING EFFECT – Sensory Evaluation

SHAMPOO BASIS



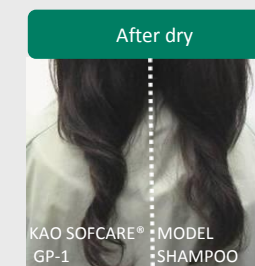
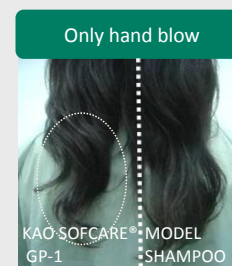
2.0% Dimethicone
1.0% KAO SOFCARE® GP-1

CONDITIONER BASIS

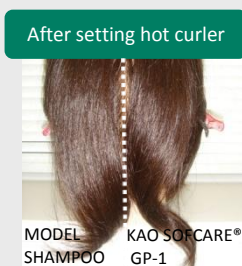


2.0% 1.0% 1.0% Dimethicone
0% 0.5% 0.25% KAO SOFCARE® GP-1

HAIR STYLE



KAO SOFCARE® GP-1 helps to make curly hair style easily by hand blow when incorporated in hair shampoos. In addition, it keeps hair style longer.



When using hot curler, **KAO SOFCARE® GP-1** helps to make elastic curl easily.
(Image after setting hot curler for 10 min.)

KAO Environmental Statement

“eco together”

KAO products are designed for everyday use, in homes around the world.

That's why we utilize original KAO-developed technologies to minimize the impact they have on the environment, not just in the manufacturing process, but in the daily life of the customers who use them. From materials procurement and manufacturing, to distribution, sales, use and final disposal, we want to engage in “eco together” with stakeholders and consumers worldwide.

Enriching lives,
in harmony with nature.

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Our Chemicals, Your Business