

Natural Eco Friendly Caring Shampoo

SH0181



To answer consumers demand for **Clean Beauty and Minimalism**, formulators are led to create formulas safe for the planet and the consumer. **The Natural Eco Friendly Caring Shampoo** is natural, simple with a high renewable content. It showcases Solvay's **Rhodapex® ESB-70 NAT** based on Bio-EO, **Miranol® Ultra L-32** and **Jaguar® C162** that enable to design formulas delivering the expected levels of foam & care performance for the all family.

**Clean
Beauty**

**Bio-EO
Based
SLES**

**EU
Ecolabel
Compliant*****
2014/893/CE

**Less
is more**

**Great
Cleansing &
Wet Conditioning**
For the whole
family

Natural Origin*
≥ 98%
Biodegradability**
≥ 98%

*Proportion of ingredients in the formulation with a naturality index above 0.5 according to ISO 16128-2

**Proportion of ingredients in the formulation either readily or inherently biodegradable according to OECD 301 or 302 tests

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Ingredient	% as supplied	% in active	Process
Water	Qs 100		Step 1 - Disperse Jaguar® C162 & the water and mix until fully disperse. Add 50% citric acid solution to hydrate the guar and mix until totally hydrated (20 min)
Rhodapex® ESB-70 NAT Sodium Laureth Sulfate	20.0	15.4	
Miranol® Ultra L-32 Sodium Lauroamphoacetate	5.0	1.5	Step 2 - Add the Miranol® Ultra L-32 and mix until uniform. Start Heating to 35°C
Jaguar® C 162 Hydroxypropyl Guar Hydroxypropyltrimonium Chloride	0.3	0.3	Step 3 - Add Rhodapex® ESB-70 NAT and mix until uniform
Sodium Benzoate	0.5		Step 4 - Add the Sodium Benzoate Step 5 - Adjust the pH / viscosity to 4.5 – 5.3
Sodium Chloride	1.5		Step 6 - Add fragrance Step 7 - Adjust viscosity with the addition of Sodium Chloride

Natural
Origin Index ≥
98%

Bio-
degradability
≥ 98%

EU
Ecolabel
compliant*

Clear
%T = 97%

* EU Ecolabel 2014/893/CE for rinse-off products



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