

ELDEW® Hair Oil Serum - ELDEW® APS-307

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ASC-37-55

This hair oil serum formula moisturizes and smoothens hair. It reduces hair flies and makes the hair and hair tips look controlled. **ELDEW® APS-307** is an amino acid derived functional emollient. It enhances hair tensile strength, shine, smoothness. It enhances hair curl/wave definition and hold. This formula is quat-free and silicone-free and suitable for all hair types.

Phase	Trade Name	INCI	Supplier	%w/w	Role
A	Dermol ICM	Isocetyl Myristate	Alzo	29.5	Emollient
	Caprylic/Capric Triglyceride	Caprylic/Capric Triglyceride	Stepan	42.5	Emollient
	Cithrol PG23IS-LQ-(MV)	Polyglyceryl-2 Triisostearate	Croda	7.0	Emollient
	ELDEW® APS-307	Phytosteryl/Decyltetradecyl Myristoyl Methyl Beta-Alaninate	AJINOMOTO	1.0	Functional Amino Emollient
	Squalane	Squalane	Making Cosmetics	10.0	Emollient
	Floratech Macadamia Oil	Macadamia Ternifolia Seed Oil	Floratech	10.0	Emollient

Procedure:

- Mix all ingredients in phase A at 80°C for 15 minutes.
- Turn off the heat and slowly cool to RT while stirring gradually.
- Pour into packaging component and replace cap.

Stability: Stable 4+ weeks at RT, 45°C, 0°C, and 3 FT cycles.

Straight Hair Swatches



Untreated

Control

ELDEW® APS-307



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Curly Hair Swatches



Untreated

Control

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