

Prototype
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AJINOMOTO®

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Natural Conditioner

ASC 19-18-3

This elegant conditioner features naturally-derived materials that function to provide glide and lubricity to wet hair while having amazing detangling properties on rinse-out. The cuticles are smoothed out and shine is enhanced; hair color retained longer, hair damage prevented and mitigated.

	Trade Name	Supplier	INCI Name	% w/w	Function (in Formula / on Hair)
A.	Liponate SC	Lipo Chemicals, Inc	Cetearyl Alcohol	5.00	Structure adjustment
	Floraesters K100 Jojoba	Floritech, dist. by Essential Ingredients	Water, Hydrolyzed Jojoba Esters	0.50	Naturally-derived emollient / Glide, detangling, smoothing
	Eldew PS-306	Ajinomoto USA, Inc	Phytosterol Behenyl / Octyl Dodecyl / Lauroyl Glutamate	1.50	Naturally-derived emollient / Damage care, increases hair surface hydrophobicity
	Amihope LL	Ajinomoto USA, Inc	Lauroyl Lysine	1.00	Naturally-derived emollient / Glide and lubricity
	Wheat Germ Oil	Biochemica	Wheat Germ Oil	0.50	Natural oil / Glide, smoothing
	Inca Jojoba Gold	Desert King	Jojoba Oil	0.50	Natural oil / Glide, smoothing
	Floramac 10	Floritech, dist. by Essential Ingredients	Ethyl Macadamiate	1.00	Naturally-derived emollient / Glide, detangling, smoothing
	Eldew SL-205	Ajinomoto USA, Inc	Isopropyl Lauroyl Sarcosinate	1.00	Emollient / Glide, smoothing, color retention
	Amisoft HS-11P	Ajinomoto USA, Inc	Sodium Stearoyl Glutamate	2.60	Emulsifier
B.	Deionized water		Aqua	84.90	Water phase
	Honey	Lipo Chemicals, Inc	Honey (Mel)	0.50	Natural ingredient
	Aloe Vera extract	Active Organics, Inc	Aloe Vera	0.30	Natural extract / Soothing scalp skin
	Ajidew NL-50	Ajinomoto USA, Inc	Sodium PCA	1.00	Active ingredient / Smoothing, color retention
	Prodew 500	Ajinomoto USA, Inc	Sodium PCA (and) Sodium Lactate (and) Arginine (and) Aspartic Acid (and) PCA (and) Glycine (and) Alanine (and) Serine (and) Valine (and) Proline (and) Threonine (and) Isoleucine (and) Histidine (and) Phenylalanine	1.00	Active cocktail / Shine, luster, damage prevention, color retention
C.	Preservative			q.s	Preservative

Procedure: Combine Phase B ingredients and heat to 78 °C, slowly add Phase A ingredients once all dissolved at 78 °C. Mix for 20 minutes, and then allow to cool to room temperature. While cooling, add Phase C at around 50 °C.

pH: 5.7

Stability: > 1 month at 45, 40, and 25 °C

Viscosity: 88,000 mPa·s @ 0.6 rpm, spindle #3, 25 °C, 10 sec

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