

*Prototype*  
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**AJINOMOTO®**

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**“North Pole” Shampoo for Damaged Hair**  
**ASC 26-88-2**

This unique shampoo has the scent and appearance of the arctic. It features multiple gentle surfactants and active ingredients that mitigate hair damage and help prevent future damage. This is a room temperature-made, concentrated shampoo with about 26 % active surfactant level, which means a small amount of it can be used to accomplish great foam and lather while saving on transportation and production energy costs.

	<b>Trade Name</b>	<b>Supplier</b>	<b>INCI Name</b>	<b>% w/w</b>	<b>Function (in Formula / on Hair)</b>
A.	Plantaren 2000	BASF	Decyl Glucoside	4.60	Surfactant, oil solubilization
	Plantaren 1200N	BASF	Lauryl Glucoside	1.40	Surfactant, oil solubilization
B.	<b>ELDEW PS-203</b>	<b>Ajinomoto Co. Inc.</b>	Phytosteryl / Octyldodecyl Lauroyl Glutamate	0.3	Emollient / Smoothing, conditioning
	Escalol 557	ISP	Ethylhexyl Methoxycinnamate	0.30	UV protection
	North Pole Fragrance	Firminech	Fragrance	0.40	
	<b>AMILITE ET-CS-12 (25%)</b>	<b>Ajinomoto Co. Inc.</b>	Disodium Cocoyl Glutamate, Sodium Cocoyl Threoninate, Sodium Cocoyl Glutamate	3.00	Surfactant / Cleansing, lather, moisturized feel
C.	<b>AMILITE ACS-12 (30%)</b>	<b>Ajinomoto Co. Inc.</b>	Sodium Cocoyl Alaninate	12.00	Surfactant / Cleansing, foam, lather, moisturized feel, color protection
	<b>AMILITE GCK-12K (30%)</b>	<b>Ajinomoto Co. Inc.</b>	Potassium Cocoyl Glycinate	25.00	Surfactant / Cleansing, foam
	Amphosol LB	Stepan	Lauramidopropyl Betaine	25.00	Surfactant / Cleansing, foam
	Iselux LQ-CLR	Innospec	Sodium Lauroyl Methyl Isethionate	8.40	Surfactant / Cleansing, lather
D.	Water		Aqua	Balance	
E.	Euxyl PE-9010	Schülke & Mayr	Phenoxyethanol, Ethylhexyl Glycerin	0.80	Preservative
	<b>PRODEW 500 (50%)</b>	<b>Ajinomoto Co. Inc.</b>	Sodium PCA, Sodium Lactate, Arginine, Aspartic Acid, PCA, Glycine, Alanine, Serine, Valine, Lysine, Threonine, Proline, Isoleucine, Histidine, Phenylalanine	1.50	Active ingredient / Smoothing, color protection, damage repair, hair shine and luster
	SugaQuat L-1210	Colonial Chemical	Laurdimonium Hydroxypropyl Laurylglucosides Chloride	0.30	Conditioning agent
F.	Polyamine LC	Oryza Oil & Fat	Water, Butylene Glycol, Oryza Sativa (Rice) Germ Extract, Citric acid	0.10	Active ingredient / Hair growth promotion, cuticle repair, texture
	Citric Acid sol'n		Citric Acid	q.s to pH 6.80 ± 0.10	pH adjustment
	Total			100.00	

**Procedure:** Mix Phase A ingredients with Phase B at room temperature, then add Phase C with thorough mixing. Add Phases D and E, and then adjust the pH with citric acid.

**Appearance:** White/grey translucent thick mixture

**Viscosity:** 10,000 mPa·s @ 3.0 rpm, #3 spindle, 30 sec, 25 °C

**Stability:** > 1 mo @ 45, 25, 3 °C and 5 freeze/thaw cycles

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