



ACME-HARDESTY

# CROWN ✦ CARE ✦

Understanding the **Hair Typing System**  
and Formulating for Every Consumer



# MEET THE PRESENTERS



**Deanna Mulicka**

Technical Marketing Manager - Personal Care



**Danielle Russo**

Sr. Technical Services and Application Chemist



# AGENDA

-  **The Natural Hair Care Movement**
-  **Understanding the Hair Types**
-  **Formulations**





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# NATURAL HAIR MOVEMENT





# THE ROOTS OF NATURAL HAIR CARE

- The history of natural hair care dates back centuries, and is deeply rooted in cultural and historical traditions
- Natural hairstyles were an important aspect of cultural identity and passed down from generation to generation
- Natural hair care movement has emerged as a response to marginalization, and has sought to reclaim the cultural and historical significance of natural hair care

# THE NATURAL HAIR TIMELINE



## EARLY MOVEMENT

- Black is Beautiful movement encouraged Black people to embrace their beauty, including their natural hair textures
- Wearing your hair natural was a resistance to conforming to unrealistic, Eurocentric beauty standards
- Ex. Angela Davis, Elaine Brown, Assata Shakur



## Y2K ERA

- Early 2000s - ultra sleek and straight hair was mainstream - Aaliyah, Monica, Beyonce
- Encouraged to straighten their hair with heat tools or chemical relaxers that caused significant damage to many people's hair and self-esteem
- Natural hair in the Y2K era was on neo-soul artists - Erykah Badu, Jill Scott, Lauryn Hill



## SOCIAL MEDIA AGE

- Generation of influencers who documented their natural hair journeys online - Whitney White, Rochelle Graham-Campbell
- Natural hair influencers, increased popularity of natural salons, and more accessible products
- All about learning and loving your hair

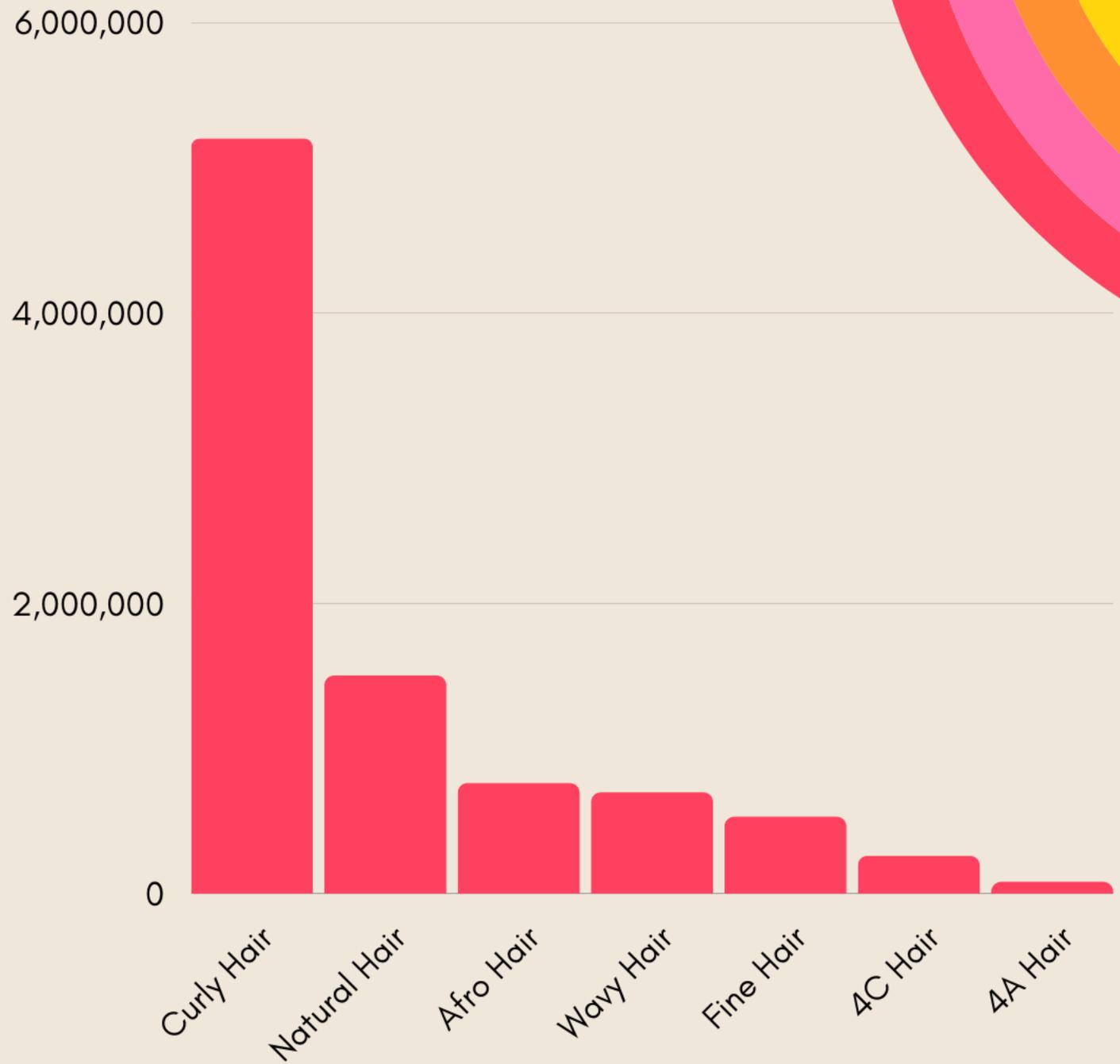
# THE SECOND WAVE OF NATURAL HAIR

- Celebrates the beauty of all hair types and textures, from tightly coiled afros to loose waves, promotes healthy hair care, and challenges narrow beauty standards
- About empowering consumers to take control of their hair and learn how to care for it in a way that works best for them
- More and more natural hair care products are being created to meet the growing demand for natural hair care products



# IT'S IN THE NUMBERS

- Hair types ranks #1 within the hair concerns category, averaging 9.6M monthly consumer searches, according to data from Spate
- Talk about texture - from treatments to care concerns there's an emphasis on trends targeted especially for consumers with textured hair
- Brands should be aware of trending products such as hair serums, hair oils, scalp serums, and bonding oils to target these consumers





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# UNDERSTANDING THE HAIR TYPES



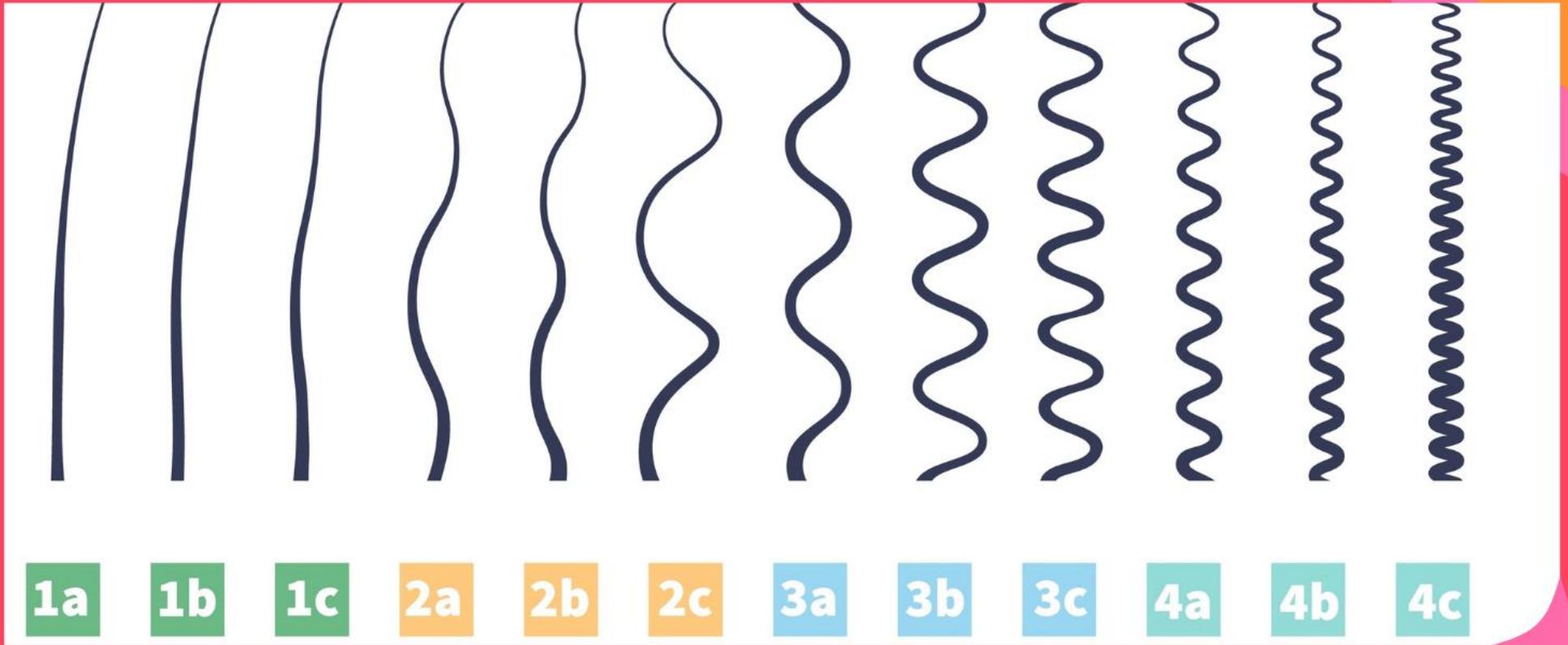


# WHAT IS THE HAIR TYPING SYSTEM

- Categorizes hair by existence, shape, density, porosity, fineness, and tightness of curls
- By defining hair's unique texture, consumers may find better styling techniques, and products, and have a greater understanding of unique hair overall
- People rarely fit perfectly into a single hair type - hair tends to be a mix of a few similar hair types
- Hair type is not an indicator of hair health

# ANDRE WALKER

## HAIR TYPING SYSTEM



- Created by celebrity stylist Andre Walker in the 1990s
- Originally divided hair into straight, wavy, curly, and coily and helps determine the best products for each type
- Additional subtypes have been added over time to better capture unique textures
- Has been criticized for texturism

# TYPE 1A HAIR



## CHARACTERISTICS

- Straightest hair type within the Type 1 category
- Typically very fine and lacks any kind of curl or wave
- Very shiny and sleek and very resistant to curling or styling
- Gets greasy and weighed down quickly at root and difficult to add volume or texture

## CARE

- Cleanse frequently to avoid sebum build-up and prevent itchiness
- Focus on scalp health
- Opt for lightweight serums and avoid blowdrying
- Focus on volume-boosting formulations to add body

# PRODUCTS WE LOVE



## FABLE & MANE | SAHASCALP WILD GINGER PURIFYING SCRUB

*What it is:* a gentle exfoliating treatment that soothes oily, flaky, and itchy scalps

*Why we love it:* removes product build-up and dead skin while gently cleansing



## CHRISTOPHE ROBIN | DELICATE VOLUMIZING CONDITIONER

*What it is:* a conditioner formulated to detangle, soften and inject volume into fine and flat hair

*Why we love it:* a rich and creamy texture while remaining light on the hair



## AMIKA | 3D DAILY THICKENING TREATMENT

*What it is:* a daily treatment that promotes the appearance of thicker-, denser-, and healthier-looking hair

*Why we love it:* lightweight texture that gives a base for styling without weighing down

# TYPE 1B HAIR



## CHARACTERISTICS

- Hair that is straight but with a slight wave
- Has a medium texture that is neither too fine nor too coarse
- Can be shiny and sleek, but it can also be prone to frizz, flyaways, and greasiness at the root

## CARE

- Avoid overwashing and make use of oil-control products
- Add clarifying shampoo once per week to avoid product build up
- Opt for lightweight serums and avoid blowdrying
- Try a hair rinse to avoid greasiness

# PRODUCTS WE LOVE



## KLORANE | OIL CONTROL SHAMPOO WITH NETTLE

*What it is:* a plant-based shampoo formulated with organic Nettle for light and bouncy strands

*Why we love it:* Reduces excess oil on hair and scalp to leave hair cleaner for longer



## KEVIN MURPHY | PLUMPING.RINSE

*What it is:* a densifying conditioner to restore thickness and boost volume

*Why we love it:* thickens hair and creates volume without weighing it down, stimulates circulation in the scalp



## JVN | COMPLETE AIR DRY CREAM

*What it is:* a frizz-fighting texture enhancer for soft hold

*Why we love it:* anti-frizz ingredients promote all-day smoothness and allows for easy air-dry styling

# TYPE 1C HAIR



## CHARACTERISTICS

- Waviest of the straight hair without being definitively wavy
- Has more volume and can hold a curl compared to other type 1 hair
- Has a fine texture, but a high density
- Susceptible to frizz and flyaways and tends to deal with knots, tangles, and drier ends

## CARE

- Use gentle, nourishing products that dial down frizz and dryness
- Utilize lightweight leave-ins to condition and add shine
- Use weekly hair masks to keep hair from becoming excessively dry
- Avoid over washing to prevent excess oil production

# PRODUCTS WE LOVE



## OUAI | FINE TO MEDIUM HAIR TREATMENT MASQUE

*What it is:* a nourishing mask to hydrate, fight frizz, and repair damage for smoother, healthier hair

*Why we love it:* instantly restores hydration, fights frizz, and strengthens fine to medium strands



## OLAPLEX | N°.9 BOND PROTECTOR NOURISHING HAIR SERUM

*What it is:* a weightless, leave-in, silicone-free hair serum to shield hair

*Why we love it:* it hydrates, protects, and adds shine with an ultra-lightweight formula



## MARC ANTHONY | INSTANTLY THICK +BIOTIN PLUMP & LIFT STYLING CREAM

*What it is:* a thickening styler for thin, flat hair that provides strengthening and conditioning

*Why we love it:* provides a gentle hold while giving hair strength, moisture, and shine

# INGREDIENT SUPERSTARS

## ALPHAIMPROVE 4D HAIR

Natural hair care active that penetrates damaged hair, sealing in moisture to promote hydration and repair damage. It aids in volume and frizz reduction while also providing thermoprotection to the hair.

## GALOLIVE® TEN

O/W emulsifier suitable for different kinds of textures, from fluid emulsions to hair masks. Promotes the formation of liquid crystals in emulsions.



# TYPE 2A HAIR



## CHARACTERISTICS

- Characterized by hair that is mostly straight, with a slight bend at the ends that creates a gentle, S-shaped wave pattern
- Has a fine texture, with a low to medium density
- Can be prone to frizz, especially in humid conditions

## CARE

- Avoid heavy, oil-based products that make hair fall flat
- Opt for "frizz-free" shampoos, conditioners, and serums
- Use detanglers before styling and follow with for leave-ins to deliver moisture to strands

# PRODUCTS WE LOVE



## MONDAY HAIRCARE | VOLUME SHAMPOO

*What it is:* a cleansing shampoo with lightly hydrating ingredients to add body to thin, flat hair

*Why we love it:* hydrating ingredients like glycerine nourish the scalp and hair to deliver weightless moisture



## DEVACURL | ONE CONDITION DELIGHT

*What it is:* a lightweight cream conditioner that fights tangles and controls frizz

*Why we love it:* specifically formulated for fine curls and waves to provide just enough moisturization



## ODELE | AIR DRY STYLER

*What it is:* a light conditioning styler to smooth frizz and add shine without heat styling

*Why we love it:* smoothes, conditions, and gently separates for perfect waves

# TYPE 2B HAIR



## CHARACTERISTICS

- Sits in the middle of the wavy spectrum and typically characterized by a loose, natural wave pattern
- Waves are loose and flow in an S-shaped pattern
- May experience frizz, especially in humid conditions, and hair may be prone to becoming greasy or weighed down by heavy products

## CARE

- Avoid over-washing and make use of oil-control products
- Add clarifying shampoo once per week
- Avoid heavy oils or styling products that can make the hair appear greasy
- Opt for lightweight serums or creams that can provide moisture without weighing the hair down

# PRODUCTS WE LOVE



## KLORANE | OIL CONTROL 2-IN-1 MASK SHAMPOO POWDER

*What it is:* a 2-in-1 shampoo powder mask that helps reduce oil on hair and scalp for up to 48 hours

*Why we love it:* plant-based, deep oil-control treatment transforms to foam on contact with water and targets oily roots



## PHILIP KINGSLEY | ELASTICIZER

*What it is:* a pre-shampoo treatment designed to put the elasticity back into dry, dehydrated strands

*Why we love it:* it intensely hydrates hair to banish frizz, add shine, and aid in curl retention



## CEREMONIA | ACEITE DE MOSKA

*What it is:* a silicone-free scalp oil to address scalp concerns such as itchiness, dryness, flakes, and greasy roots

*Why we love it:* nourishes the scalp and hair with natural oils while clearing the scalp of buildup

# TYPE 2C HAIR



## CHARACTERISTICS

- Characterized by curls and waves that form an S-shape and have more volume than 2b
- Waves start at the root and holds defined "S" pattern all the way down
- May experience frizz and dryness, and their hair may be prone to tangling

## CARE

- Use a hair mask weekly to ensure hydration
- Use curl-friendly styling products and opt for oils
- Keep wash days to a minimum to avoid dryness and breakage

# PRODUCTS WE LOVE



## BRIOGEO | FAREWELL FRIZZ™ OIL BLEND

*What it is:* a nutrient-rich blend of oils restores silky sheen to lackluster locks, and it seals split ends for a sleek, healthy finish.

*Why we love it:* adds shine and life into damaged hair and keeps frizz at bay



## CAROLS DAUGHTER | MONOI (REPAIR + PROTECT) MULTI-STYLING MILK

*What it is:* a lightweight reparative leave-in milk conditioner to moisturize and protect

*Why we love it:* repairs, primes, protects and moisturizes hair for more manageable curls



## PATTERN | TRANSITION MASK

*What it is:* a nutrient-dense mask to help prevent breakage & maintain moisture balance

*Why we love it:* perfect for transitioning out of protective styles or chemically-treated strands

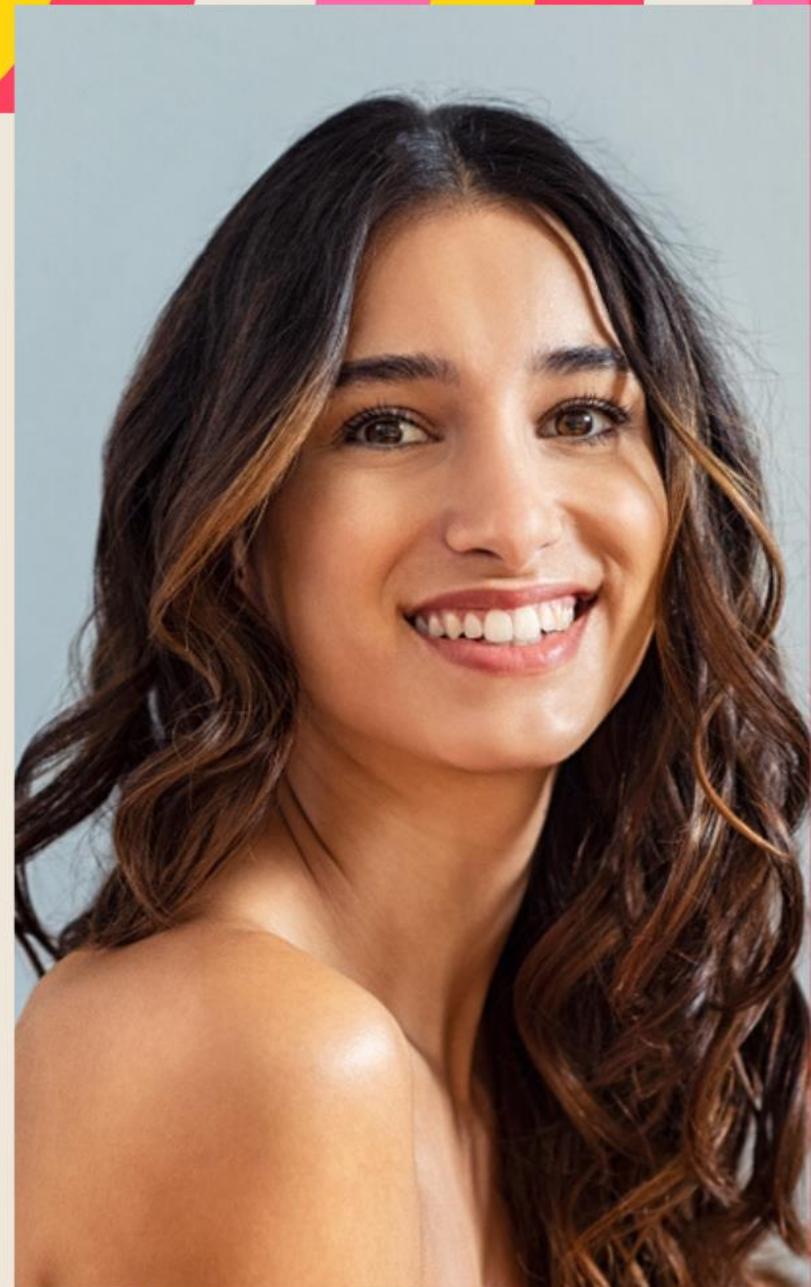
# INGREDIENT SUPERSTARS

## GREEN CAPB-B

An innovative, natural amphoteric surfactant derived from Babaçu oil. Rich in fatty acids that allows the actives products presents in the formulation to be better absorbed by the hair, enhancing its effects.

## JAMAICAN BLACK CASTOR OIL

A nutrient-rich oil that locks in moisture to rejuvenate dull skin and nourish dry, damaged hair, and is commonly used to protect against damage and breakage caused by over styling.



# TYPE 3A HAIR



## CHARACTERISTICS

- Has loose, well-defined curls that are approximately the size of a sidewalk chalk
- Curls are typically well-defined, and they fall in a consistent pattern
- Hair typically has a natural sheen, and it's relatively easy to manage
- Can be challenging to maintain moisture levels, and it's prone to frizz and tangling

## CARE

- Avoid overwashing to preserve natural oils on the scalp
- Avoid silicone-based products that can cause build-up over time
- Choose sulfate-free products as sulfates can tend to be drying
- Maintain hydration by using a leave-in conditioner or oil after washing

# PRODUCTS WE LOVE



## INNERSENSE | I CREATE LIFT VOLUMIZING FOAM

*What it is:* a lightweight styler to boost volume for all hair types

*Why we love it:* defines wet or dry curls and helps refresh roots between washes.



## RËZO HAIR CARE | CURL CONDITIONER

*What it is:* a natural conditioner to nourish and strengthen curls leaving them soft, shiny, and hydrated

*Why we love it:* provides lightweight moisture to prevent breakage while natural ingredients promote hair growth



## BREAD | HAIR CREAM

*What it is:* a curl-enhancing cream with conditioning properties for a soft hold on hair

*Why we love it:* curls are defined and pliable without being crunchy. Softens and repairs strands while you wear.

# TYPE 3B HAIR



## CHARACTERISTICS

- Tightly coiled curls that are approximately the size of a sharpie marker
- Hair tends to be fine to medium in texture with a fair amount of body
- Typically has a natural sheen, and it's prone to dryness and frizz

## CARE

- Use fewer products to avoid weighing hair down
- Utilize moisturizing products as much as possible to avoid frizz and maintain curl structure
- Minimize heat styling that can lead to damage and always use a heat protectant

# PRODUCTS WE LOVE



## CEREMONIA | PEQUI CURL ACTIVATOR

*What it is:* a weightless milky serum to fight frizz. Maximizes definition with an added curl-boost

*Why we love it:* castor oil and murumuru butter help provide essential conditioning and hydration for nourished curls



## OUIDAD | CURL QUENCHER MOISTURIZING CONDITIONER

*What it is:* a conditioner that infuses strands with moisturizing extracts to replenish hydration, soften, and strengthen

*Why we love it:* helps to detangle and improve softness while encouraging defined, uniform curl formation



## AMIKA | BLOCKADE HEAT DEFENSE SERUM

*What it is:* a glossy, lightweight serum that shields against damage caused by heat styling

*Why we love it:* combats the damaging effects of heat styling and helps to prevent moisture loss, banishes frizz, and adds healthy-looking shine

# TYPE 3C HAIR



## CHARACTERISTICS

- Tight, corkscrew-shaped curls in an "S" wave pattern that are approximately the size of a pencil
- Curls are tightly packed together to create a lot of volume and texture
- Typically has a natural shine, but can be challenging to manage due to tendency to become dry and prone to tangling

## CARE

- Wash hair regularly avoiding sulfates and silicones. Clarify hair weekly
- Focus on adding moisture with conditioners and leave in products highlighting hydrating ingredients
- Utilize curl creams that contain humectants to reduce frizz and add shine

# PRODUCTS WE LOVE



## IMBUE | CURL EMPOWERING CRÈME GEL

*What it is:* a multifunctional that combines the moisturizing benefits of a cream with the definition and hold of a gel

*Why we love it:* evenly coats the hair to deliver lightweight and bouncy curls



## TPH BY TARAJI | RIDE OR DIE LEAVE IN CONDITIONER

*What it is:* an intensely hydrating daily-use leave-in conditioner that provides lots of slip great for all hair textures

*Why we love it:* a quick-absorbent light cream formula that easily detangles, nourishes, and fortifies hair



## MELANIN HAIRCARE | AFRICAN BLACK SOAP REVIVING SHAMPOO

*What it is:* a clarifying shampoo enhanced with nourishing, healing, and anti-inflammatory ingredients

*Why we love it:* works to help soothe and calm the scalp and create a healthy environment for increased hair growth

# INGREDIENT SUPERSTARS

## PANTROFINA HYDRAFEEL 3

A texturizing and protecting active for hair that prevents hair breakage with wet and dry combing, and provides color and thermal protection. Helps to improve the glossing effect and improves the uniformity and longevity of color.

## GALESAN®C

An innovative alternative to volatile silicones. Has an excellent tactile and sensorial profile, providing a silky effect without being greasy or heavy. Substitute for D4 and D5 cyclic siloxanes.



# TYPE 4A HAIR



## CHARACTERISTICS

- Tight, springy curls that are approximately the size of a crochet needle
- Tends to have a lot of volume as curls grow up and out
- Prone to breakage and dryness but do retain moisture well

## CARE

- Use moisturizing shampoos and add a deep conditioner to your routine to ensure hydration
- Focus on scalp health weekly to remove dirt and sebum build-up
- Use heavier butters and oils to maintain hydration and keep curls nourished

# PRODUCTS WE LOVE



## CHARLOTTE MENSAH | MANKETTI OIL SHAMPOO

*What it is:* a mild yet rich and creamy shampoo formulated for dehydrated, undernourished and damaged hair

*Why we love it:* moisturizes and fortifies as it cleanses and ideal for over processed hair



## ADWOA BEAUTY | BLUE TANSY TREATMENT SERUM

*What it is:* a silicone-free serum that helps to smooth and promote shine without leaving hair feeling greasy or weighed down

*Why we love it:* reduces breakage and protects hair from heat damage, frizz, and humidity



## K18 BIOMIMETIC HAIRSCIENCE | LEAVE-IN MOLECULAR REPAIR HAIR MASK

*What it is:* a treatment mask to rebuild hair from the inside out

*Why we love it:* works to repair damage from bleach, color, chemical services & heat – restoring strength, softness, smoothness, and bounce

# TYPE 4B HAIR



## CHARACTERISTICS

- Tight, zig-zag pattern that resembles a "Z" shape
- Curl pattern defined but can be difficult to manage due to shape, and hair appears more soft and fluffy
- Can be drier in texture and appear frizzy and prone to breakage if not moisturized frequently

## CARE

- Moisturization is key. Utilize the LOC (leave in - oil - cream) method to add plenty of hydration and moisture
- Wash hair less and utilize moisturizing shampoos and conditioners
- Stick to air drying hair to avoid frizz and breakage

# PRODUCTS WE LOVE



## HOLY CURLS | DEEP CONDITIONING CURL MASK

*What it is:* a conditioning mask formulated to penetrate the hair shaft to provide moisture and hydration

*Why we love it:* contains a hydrating mix of oils and butters to restore curls without leaving them heavy or greasy



## CURLSMITH | MULTI-TASKING CONDITIONER

*What it is:* a protein-enriched multi-purpose cream that can be used as rinse-out, deep conditioner or leave-in hair moisturizer

*Why we love it:* suitable for any hair type or texture to strengthen hair and prevent damage



## MIZANI | STYLE SHIFTER SOCIETY COCO DEW

*What it is:* a two-in-one pre-styling and restyling spray for curls that feel moisturized

*Why we love it:* adds grip and hold to your style while softening and redefining coils, curls, and waves

# TYPE 4C HAIR



## CHARACTERISTICS

- Tight, densely packed curl pattern that ranges from very small coils to tight zig-zag patterns
- Distinctive zig-zag pattern and spring factor, which is between eight to 16 inches
- Shrinkage and dryness tend to also be pretty major problems and coils extremely delicate

## CARE

- Avoid overwashing to retain moisture and hydration
- Protect your scalp with oils and other treatments
- Don't skimp on moisturizing products - hair can handle lots of hydration so utilize leave in products to prevent breakage

# PRODUCTS WE LOVE



## 4C ONLY | TOO THICKE DEEP CONDITIONER

*What it is:* a deep conditioner designed specifically for 4C hair types for soft, shiny coils

*Why we love it:* a combination of oils and glycerine deliver extra hydration and nourishment



## MIELLE ORGANICS | ROSEMARY MINT SCALP & HAIR STRENGTHENING OIL

*What it is:* a nutrient-rich formula to nourish hair follicles, smooth split ends and help with dry scalp

*Why we love it:* helps improve hair retention and nourish scalp with a blend of natural oils



## PATTERN | STYLING CREAM

*What it is:* a curl defining cream provides superior moisture penetration

*Why we love it:* nourish the hair to promote hair retention while preventing breakage or damage and providing definition and hold

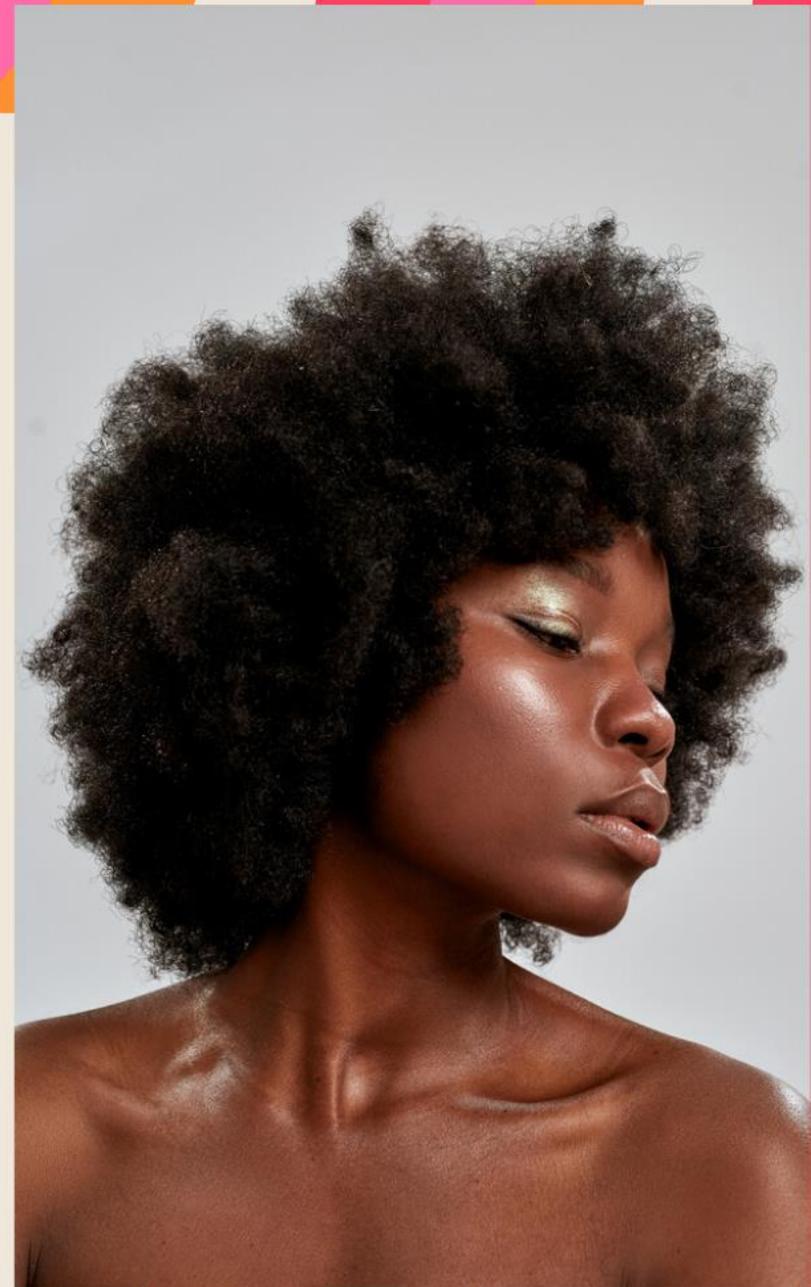
# INGREDIENT SUPERSTARS

## ALPHAVELVETY

Integrates 100% natural and pure actives, and combines several powerful butters and oils into one unique product. Its balance between oleic, lauric, and myristic fatty acids guarantees complete absorption in the hair fiber and aids in moisturization and restoration.

## BOTANIPLEX™ BALANCE SC

A blend of plant extracts designed to restore a healthy balance to damaged, irritated skin and scalp. It also helps re-balance imbalanced skin due to acne and dandruff.



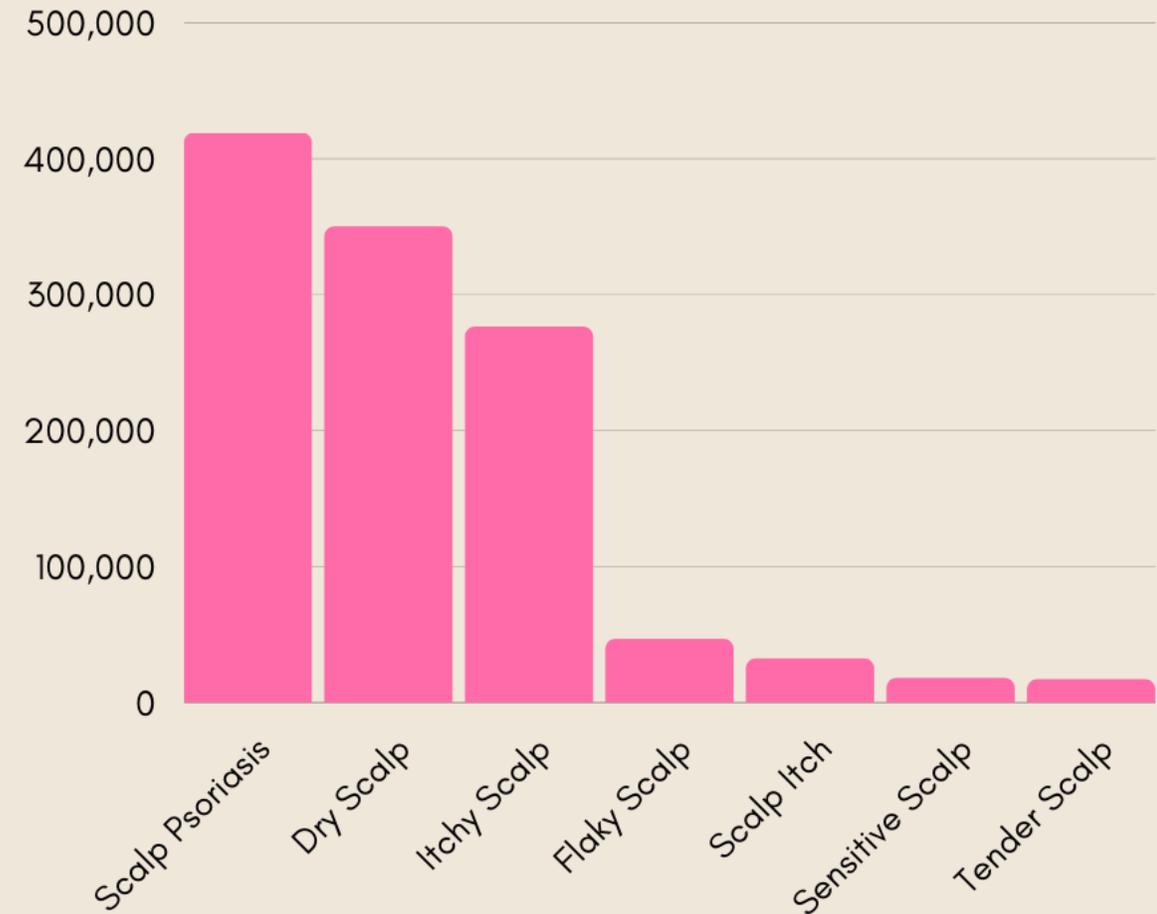
# SCALP HEALTH



## CHARACTERISTICS

- Scalp care is hair care - consumers start to view scalp health as a necessity for overall hair health
- Consumers recognize importance of a healthy scalp to address a broad range of needs
- Focused on scalp health to remove build-up and exfoliate dead skin to build a base for healthy, nourished hair

Source: Spate. Top Subcategories for Scalp Concerns by Volume Low to High



# PRODUCTS WE LOVE



## THE ORDINARY | MULTI-PEPTIDE SERUM FOR HAIR DENSITY

*What it is:* a concentrated serum that helps hair look thicker, denser, fuller, and healthier

*Why we love it:* offers a combination of peptide technologies alongside a series of plant-based extracts



## ORIBE | SERENE SCALP THICKENING HAIR TREATMENT SPRAY

*What it is:* a formula for thinning hair that helps strands look and feel fuller, thicker, and healthier

*Why we love it:* Promotes thicker, denser-looking strands and addresses hair fall caused by breakage



## NUTRAFOL | ROOT PURIFIER SCALP SHAMPOO FOR THINNING HAIR

*What it is:* a hydrating scalp shampoo with natural ingredients to deeply cleanse and optimize pH levels without stripping the scalp

*Why we love it:* clinically proven to visibly improve hair health, volume, and texture



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# HAIR CARE FORMULATIONS



# NOURISHING HAIR AND SCALP OIL

FEATURING ALPHAIMPROVE 4D HAIR & JAMAICAN BLACK CASTOR OIL

Phase	Trade Name	INCI Name	%
A	Jamaican Black Castor Oil	Ricinus Communis (Castor) Seed Oil	30.00
	MCT Oil	Caprylic/Capric Triglyceride	57.75
	Alphaimprove 4D Hair	Bisabolol (and) Pentaclethra Macroloba Seed Oil (and) Orbignya Oleifera Seed Oil	3.00
	Citruel Bisabolol	Bisabolol	0.75
	Murumuru Butter	Astrocaryum Murumuru Seed Butter	5.00
	Andiroba Oil	Carapa Guianensis Seed Oil	3.00
	Vitamin E	Tocopherol	0.50



# SOLID SHAMPOO BAR

FEATURING ALPHAVELVETY & GALEARGAN® WS

Phase	Trade Name	INCI Name	%
<b>A</b>	Decyl Glucoside	Decyl Glucoside	12.50
	<b>Green CAPB-B</b>	Babassuamidopropyl Betaine	8.00
	<b>Glycerin</b>	Glycerin	2.00
	<b>GALEARGAN® WS</b>	Argan Oil Polyglyceryl-6 Esters	2.50
	Sodium Cocoyl Isethionate	Sodium Cocoyl Isethionate	20.00
	Zemea Propanediol	Propanediol	8.00
<b>B</b>	<b>AlphaVelvety</b>	Orbignya Oleifera Seed Oil (and) Virola Sebifera Nut Oil (and) Theobroma Grandiflorum Seed Butter (and) Carapa Guianensis Seed Oil (and)Macadamia Integrifolia Seed Oil (and) Bisabolol	2.60
	<b>Stearic Acid</b>	Stearic Acid	5.50
	<b>Palmitic Acid</b>	Stearic Acid	5.50
	<b>AHCOHOL 1698</b>	Cetearyl Alcohol	13.00
	<b>Sodium Hydroxide (50% Solution)</b>	Sodium Hydroxide	0.40
	Sodium Stearate	Sodium Stearate	20.00



# DRY SHAMPOO

FEATURING BOTANIPLEX™ BALANCE SC & GELWHITE-H XR



Phase	Trade Name	INCI Name	%
A	Sodium Bicarbonate	Sodium Bicarbonate	20.00
	Tapioca Starch	Tapioca Starch	66.20
	<b>GELWHITE-H XR</b>	Bentonite	5.00
	<b>Synafil S</b>	Synthetic Fluorophlogopite	5.00
	Sodium Methyl Cocoyl Taurate	Sodium Methyl Cocoyl Taurate	1.00
	<b>Botaniplex™ BALANCE SC</b>	Glycerin (and) Phellodendron Chinese Bark Extract (and) Chrysanthemum Indicum Extract	2.00
	<b>Sharomix™ EG14</b>	Ethylhexylglycerin (and) Phenoxyethanol	0.80



# STYLING POMMADE

FEATURING RHEOBYK® & MIRAGE BRIGHT SILVER

Phase	Trade Name	INCI Name	%
<b>A</b>	Panalane L14 E	Hydrogenated Polyisobutene	27.00
	<b>RHEOBYK®-7590</b>	Trihydroxystearin	5.00
<b>B</b>	Kahlwax 1899	Ozokerite	2.00
	Penreco Snow White	White Petrolatum	59.60
	Sympatens-PEG/400	PEG-8	1.00
	Paraffin Wax 54	Paraffin	5.00
<b>C</b>	<b>MIRAGE Bright Silver</b>	Calcium Sodium Borosilicate (and) Titanium Dioxide (and) Tin Oxide	0.20
	Cocos	Fragrance	0.20



# HAIR MASK

FEATURING GALOLIVE® TEN

Phase	Trade Name	INCI Name	%
<b>A</b>	Water	Aqua	to 100.00
	Panthenol	Panthenol	0.5
	Ricinoleamidopropyltrimonium Chloride	Ricinoleamidopropyltrimonium Chloride	5.00
<b>B</b>	<b>Cetearyl Alcohol</b>	Cetearyl Alcohol	10.00
	<b>GALOLIVE® TEN</b>	Polyglyceryl 3 Cetyl Ether Olivatate/ Succinate	2.00
	Behentrimonium Methosulfate	Behentrimonium Methosulfate	2.00
	Shea Butter	Butyrospermum Parkii (Shea) Butter	2.00
	Coconut Oil	Cocos Nucifera (Coconut) Oil	3.00
<b>C</b>	Dimethicone (and) Vinyltrimethicone/ Dimethicone Ethoxy Glucoside Crosspolymer	Dimethicone (and) Vinyltrimethicone/ Dimethicone Ethoxy Glucoside Crosspolymer	2.00
<b>D</b>	Mica, Titanium Dioxide , Silica , Tin Oxide	Mica, Titanium Dioxide , Silica , Tin Oxide	1.00
<b>E</b>	Blue 1 Lake	Blue 1 Lake	0.01
<b>F</b>	<b>Sharomix™ EG14</b>	Ethylhexylglycerin (and) Phenoxyethanol	1.00
<b>G</b>	Parfum	Fragrance	0.50





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# THANK YOU FOR YOUR ATTENTION



450 Sentry Parkway,  
Blue Bell, PA 19422



800.223.7054



sales@acme-hardesty.com



www.acme-hardesty.com

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