

Shampoo

MADE WITH EXPANDA® GOLD BENTONITE

EXPANDA® GOLD is a natural, highly purified micro fine white bentonite. EXPANDA GOLD has functional use as binder, stabilizer, suspension agent, a thickening agent, and rheological modifier.



Phase	INCI Name	Trade Name	Supplier	%
A	Water	Water	In House	Q.S.
	Glycerin 99.7%	Glycerin	Jeen Chemical	3.00
	FD&C Blue 1	FD&C Blue 1 (1%) In Aq	In House	0.01
	Xanthan Gum	Keltrol®	CP Kelco	0.70
	Bentonite	EXPANDA® GOLD	BPM	3.60
B	Cetyl Alcohol	Cetyl Alcohol NF	JEEN International	2.00
	Glyceryl Sterate	Jeechem® GMS 450	JEEN International	4.00
	Cyclopentasiloxane (and) Cyclohexasiloxane	Xiameter™ PMX-0345	Dow Corning	4.00
	Dimethicone	Xiameter™ PMX-200 50CST	Dow Corning	1.00
	Isopropyl Myristate	HALLSTAR® IPM-NF	Hallstar	3.00
C	Citric Acid Powder	Citric Acid Powder	Spectrum	0.04
	Phenoxyethanol	Jeecide® Phenoxy	JEEN International	0.80
	Boron Nitride	Biluna™ Satin	Sandream	5.00
	Fragrance	Fragrance	In House	0.10

Procedure

- Heat and mix Phase A to 60°F in separate beaker
- Heat and mix Phase B to 60°F in separate beaker
- When Phase A and B are mixed and uniform, add Phase B to Phase A and emulsify using high shear mixer
- After Phase AB is homogenized and uniform, reduce heat and add Phase C slowly using moderate mixing