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NATURA

Silicone-Free Solutions for conditioners

D. Lemos (RICP)
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Briefing from Natura

Objective

- To develop formulation considering: vegetalization improvement (increase the usage of RM with Vegetal Carbon base); low carbon emission; superior performance against Benchmark (Natura).

Main information

- Superior performance against benchmarks

Benchmarks

- For conditioner (CO): Condicionador Ekos Murumuru
- For combing cream (CC): Creme para pentear Ekos Murumuru
- For serum (S): Finalizador Oleo Fortalecedor Patauá



Máscara de Reconstrução do Fio Murumuru Ekos

Dry matter: 21,7%
pH=4,7
Brookfield RV Viscosity: 63800 mPa.s
at 20°C (measured after 24h, 5 rpm, spindle 06, 1 mn)

INCI: aqua, cetearyl alcohol, Elaeis guineensis oil, **behentrimonium chloride**, Astrocaryum murumuru seed butter, **cetrimonium chloride**, **glycerin**, **stearamidopropyl dimethylamine**, **dimethicone**, **dimethiconol**, parfum, sorbitol, dicaprylyl ether, hydroxyethylcellulose, lauryl alcohol, hydroxyethyl urea, citric acid, isopropyl alcohol, polyglyceryl-3 caprylate, lactic acid, disodium EDTA, sodium acetate, TEA-dodecylbenzenesulfonate, ammonium lactate, sodium benzoate, triethanolamine, cellulose, TBHQ, CI 19140, tocopherol, CI 15510, sodium chloride, methylchloroisothiazolinone, methylisothiazolinone, linalool, benzyl salicylate, limonene

Proposition of prototype CO0056



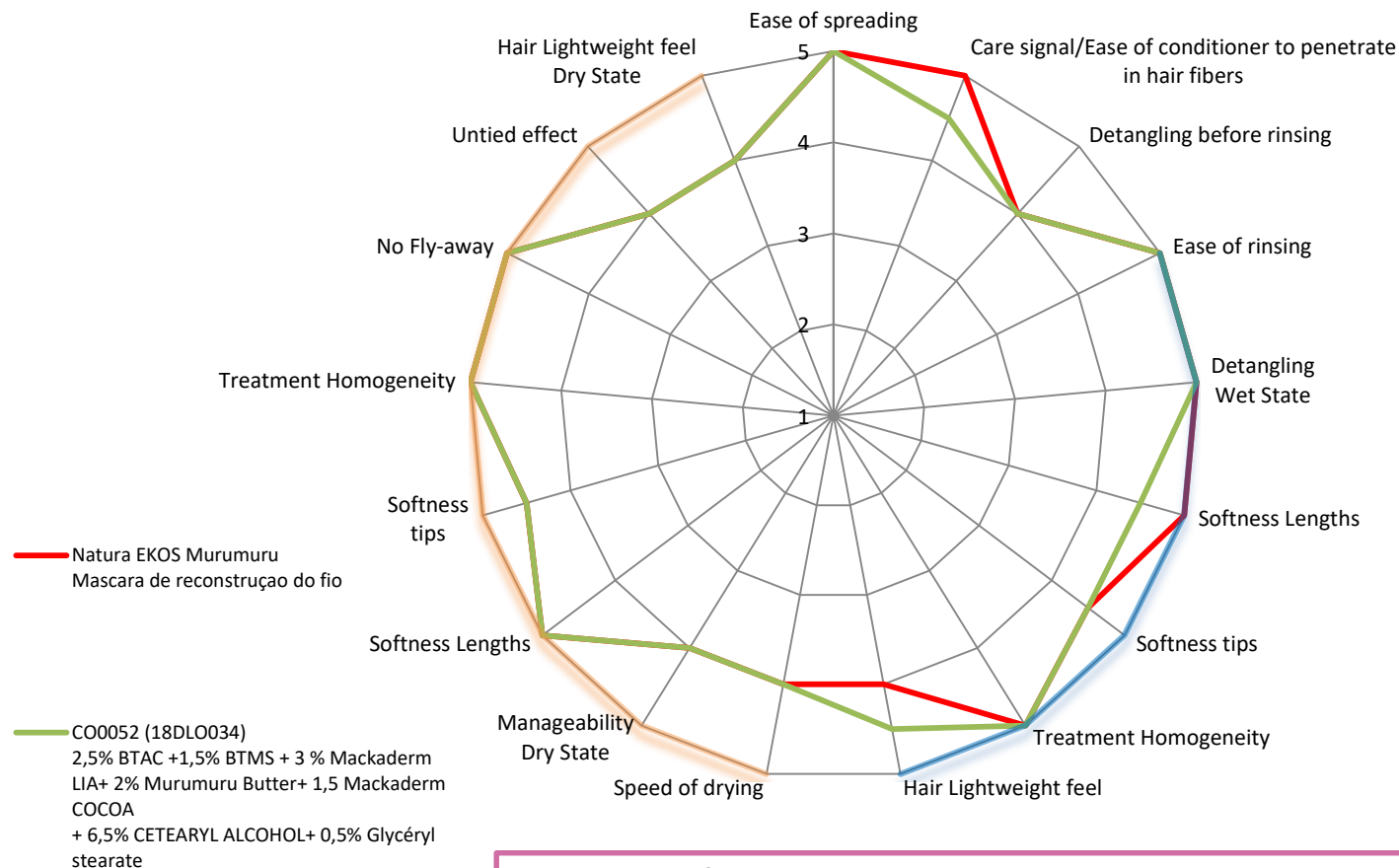
Ingredients (INCI name)	Function	w/w %
Part A Deionized Water	Water	Qs 100
FENTACARE 2231 MS I90 ⁽¹⁾ (Behentrimonium Methosulfate (80%))	Conditioner	1.83
FENTACARE 2231 EF ⁽¹⁾ (Behentrimonium Chloride (80%))	Conditioner	3.13
Part B		
Stearyl Alcohol (C ₁₈)	Co-emulsifier, consistency agent	4
Cetearyl Alcohol (C ₁₆ -C ₁₈)	Co-emulsifier, consistency agent	2
Murumuru butter	Conditioner	2
Mackaderm® COCOA (Myristyl Oleate/Myristyl Palimate/Myristyl Stearate)	Emollient 100% vegetable	1.5
MACKESTER®GMS (Glyceryl stearate)	Co emulsifier	0.5
Part C		
Phenoxyethanol	Preservative	0.4
Mackaderm®LIA (Isoamyl Laurate)	Emollient 100% vegetable	3
Tocopherol	Antioxidant	0.1
Glycerin	Humectant	0.5

Dry matter: **14,3%**
pH=4,0
Brookfield RV Viscosity: 64200 mPa.s
at 20°C (measured after 24h, 5 rpm, spindle 06, 1 mn)

Sensorial assessment

Fake head bleached 4h- 1 trial with 1 expert

CO0052 vs Mask Ekos Murumuru



Similar performances with less raw materials and NO silicones
Same untied effect as a silicone



Condicionador Murumuru Ekos

INCI: aqua, stearyl alcohol, **stearamidopropyl dimethylamine**, cetearyl alcohol, Astrocare murumuru seed butter, **behentrimonium chloride**, **dimethiconol**, glycerin, parfum, **dimethicone**, sorbitol, phenoxyethanol, citric acid, hydroxyethyl urea, hydroxyethylcellulose, lactic acid, isopropyl alcohol, disodium EDTA, PEG-4 laurate, PEG-4 dilaurate, TEA-dodecylbenzenesulfonate, sodium acetate, ammonium lactate, sodium benzoate, PEG-200, iodopropynyl butylcarbamate, triethanolamine, cellulose, CI 19140, CI 15510, sodium chloride, methylchloroisothiazolinone, methylisothiazolinone, sodium sulfate, benzyl salicylate, linalool, limonene

Dry matter: 12,8%

pH=4,9

Brookfield RV Viscosity: 42200 mPa.s

at 20°C (measured after 24h, 5 rpm, spindle 06, 1 mn)

Proposition of prototype CO0053



Ingredients (INCI name)	Function	w/w%
Part A Deionized Water	Water	Qs 100
FENTACARE 2231 EF ⁽¹⁾ (Behentrimonium Chloride (80%))	Conditioner	3.13
Jaguar® HP105 (Hydroxypropyl guar)	Consistency agent + In use wet feel agent	0.15
Jaguar® OPTIMA (Guar hydroxypropyl trimonium chloride)	Conditioning agent	0.20
Part B		
Cetearyl Alcohol (C ₁₆ -C ₁₈)	Co-emulsifier, consistency agent	3.5
Murumuru butter	Conditioner	2
Mackaderm® COCOA (Myristyl Oleate/Myristyl Palimate/Myristyl Stearate)	Emollient 100% vegetable origin	1.5
MACKESTER®GMS (Glyceryl stearate)	Co emulsifier	0.5
Part C		
Phenoxyethanol	Preservative	0.4
Mackaderm®LIA ⁽¹⁾ (Isoamyl Laurate)	Emollient 100% vegetable origin	3
Tocopherol	Antioxidant	0.1
Glycerin	Humectant	1

Dry matter: **10%**

pH= 4,33

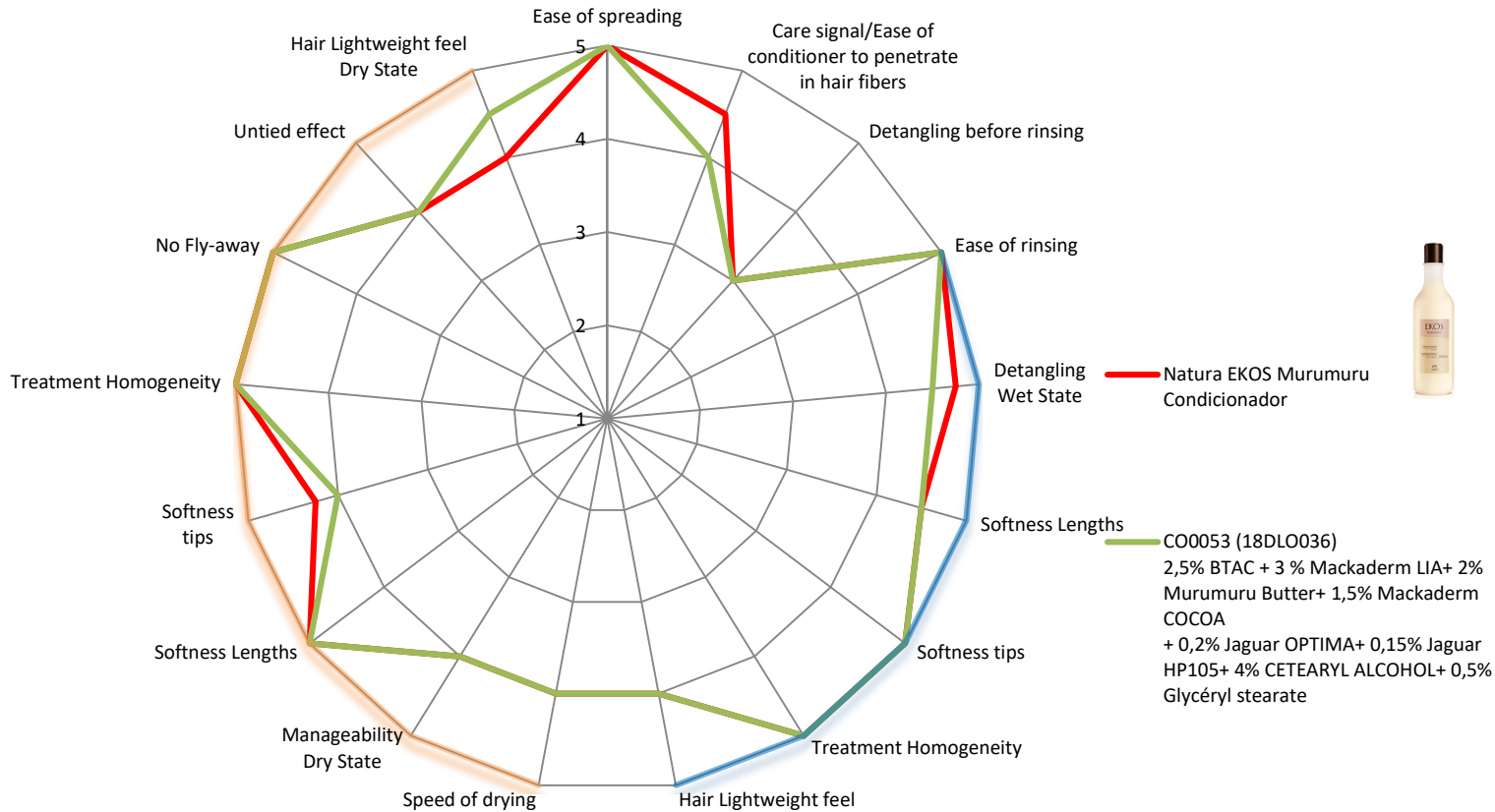
Brookfield RV Viscosity: 58000 mPa.s

at 20°C (measured after 24h, 5 rpm, spindle 06, 1 mn)

Sensorial assessment –

Fake head bleached 4h- 1 trial with 1 expert

CO0053 vs Conditionador Ekos Murumuru

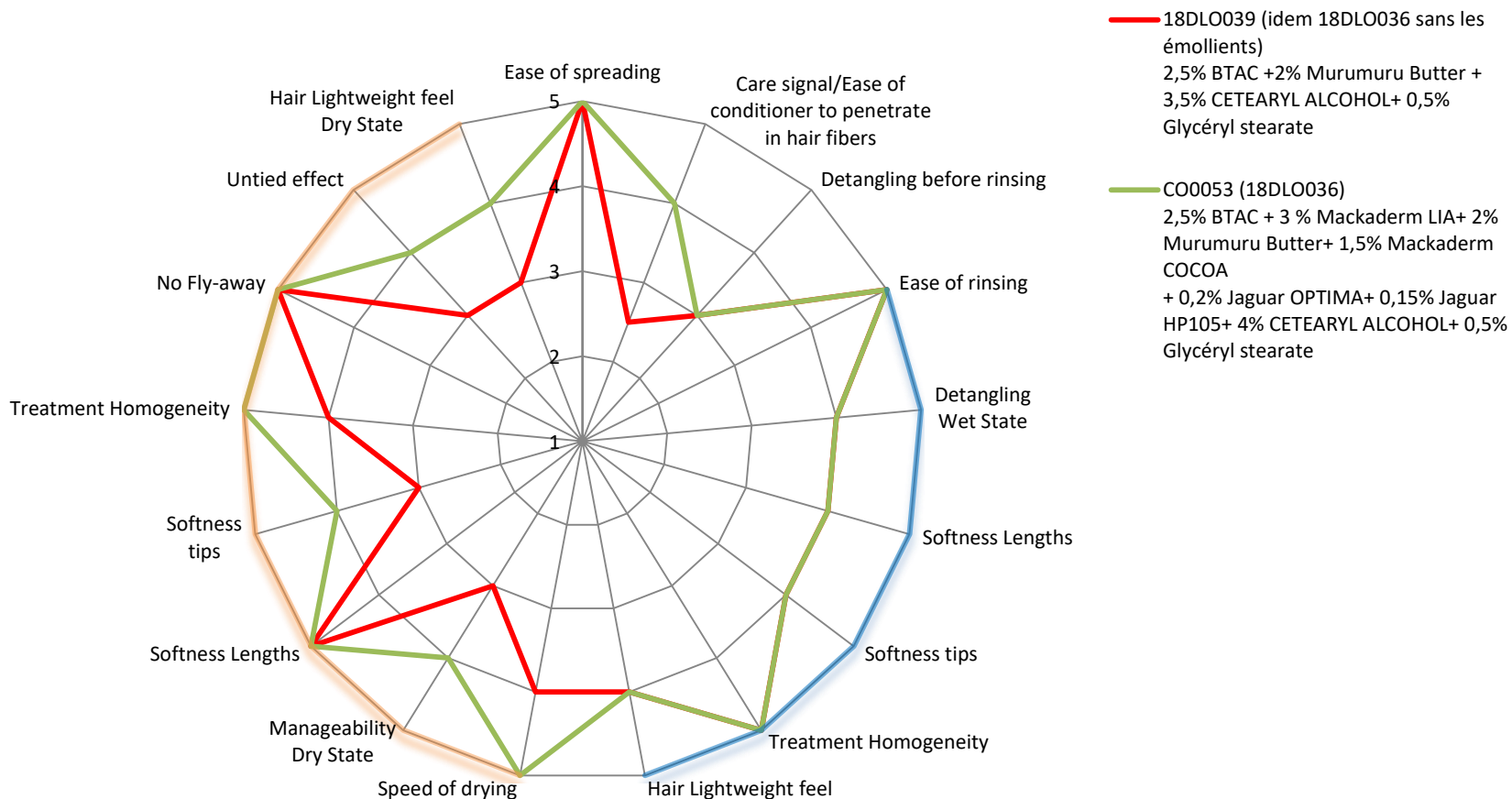


Similar performances with NO silicones
Same untied effect as a silicone

Sensorial assessment –

Fake head bleached 4h- 1 trial with 1 expert

CO0053 vs same chassis without the emollients



The emollients present in the CO0053 formula improve the performances in terms of care, dry combing, softness of the tips, untied effect and lightweight feel.

Combing cream Murumuru

INCI list: Aqua, cetearyl alcohol, Astrocaryum murumuru seed butter, **dimethicone**, Elaeis guineensis oil, glycerin, parfum, **behentrimonium chloride**, sorbitol, ceteareth-20, hydroxyethylcellulose, hydroxyethyl urea, cetrimonium chloride, coco-glucoside, glyceryl oleate, polyglyceryl-3 caprylate, isopropyl alcohol, citric acid, disodium EDTA, sodium acetate, ammonium lactate, triethanolamine, cellulose, TBHQ, CI 19140, CI 15510, sodium chloride, linalool, benzyl salicylate, limonene, coumarin

Dry matter: 11,8%
pH=4,6
Brookfield RV Viscosity: 27440 mPa.s
at 20°C (measured after 24h, 5 rpm, spindle 06, 1 mn)



Proposition of prototype CO0054 **SILICONE FREE**

Ingredients (INCI name)	Function	w/w%
Part A Deionized Water	Water	Qs 100
FENTACARE 2231 EF ⁽¹⁾ (Behentrimonium Chloride (80%))	Conditioner	0.63
Jaguar® HP105 (Hydroxypropyl guar)	Consistency agent	0.20
Jaguar® OPTIMA (Guar hydroxypropyl trimonium chloride)	Conditioning agent	0.20
Part B		
Cetearyl Alcohol (C ₁₆ -C ₁₈)	Co-emulsifier, consistency agent	4.5
Murumuru butter	Conditioner	2
Mackaderm® COCOA (Myristyl Oleate/Myristyl Palimate/Myristyl Stearate)	Emollient 100% vegetable origin	2,0
MACKESTER®GMS (Glyceryl stearate)	Co emulsifier	0.5
Part C		
Phenoxyethanol	Preservative	0.4
Mackaderm®LIA ⁽¹⁾ (Isoamyl Laurate)	Emollient 100% vegetable origin	3
Tocopherol	Antioxidant	0.1
Glycerin	Humectant	1

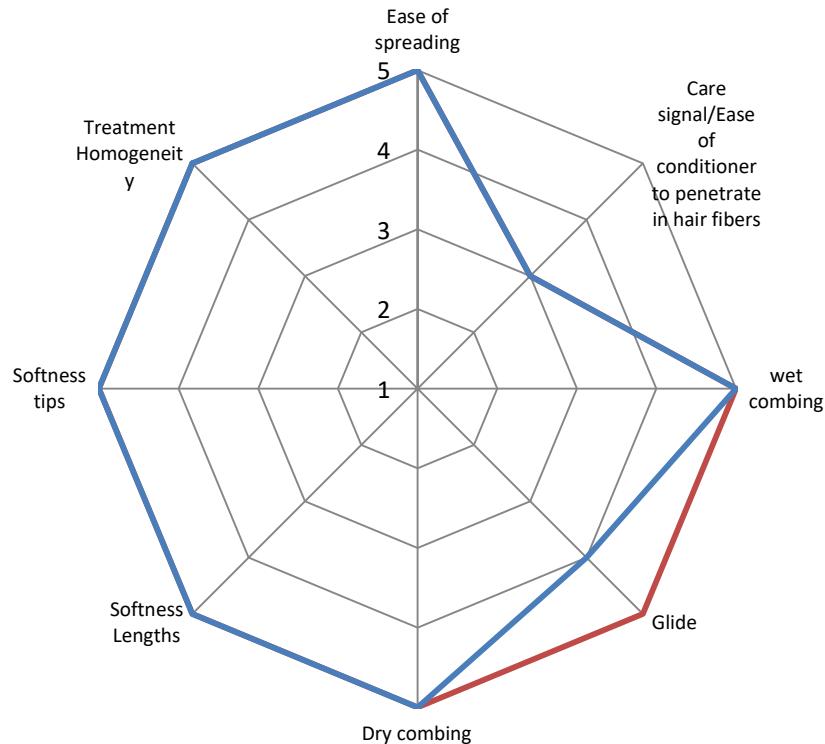
Dry matter: **7,9%**
pH= 4,51
Brookfield RV Viscosity: 16320 mPa.s
at 20°C (measured after 24h, 5 rpm, spindle 05, 1 mn)

Sensorial assessment –

Test on hair tress - 1 trial with 1 expert

CO0054 vs Combing Cream Murumuru

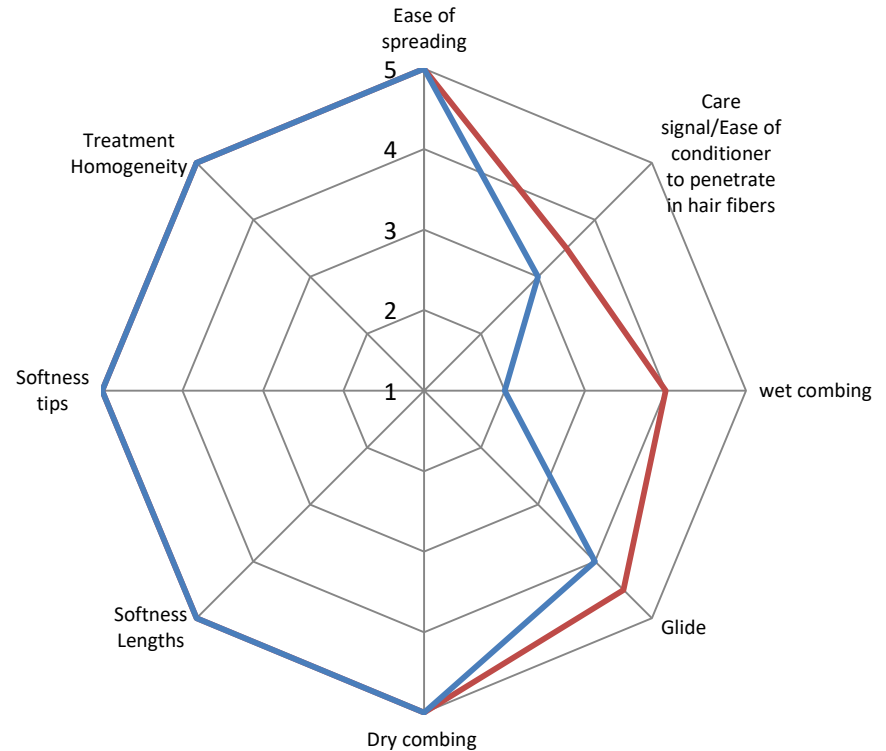
On medium brown hair tress



— 18DLO037 (crème de soin)
0,5% BTAC + 3 % Mackaderm LIA+ 2% Murumuru Butter+ 2% Mackaderm COCOA
+ 0,2% Jaguar OPTIMA+ 0,15% Jaguar HP105+ 4% CETEARYL ALCOHOL+ 0,5% Glycéril
stearate

— Combing cream NATURA EKOS Murumuru

On bleached hair tress



Similar performances on dry state with NO silicones

Better performance on wet state essentially on bleached hair tress