

Born With It

Natural Hold Hair Gel

#14099-1



A clear medium hold hair gel with a similar hold profile to PVP K30 with a greener/more natural hair fixative in the Biostyle CGP. This gel also supplies conditioning benefits from the Fancorsil Lim-1 and Genencare OSMS BA materials. Carbopol Style 2.0 aids in the hold/styling of the formula while also building viscosity in this clear gel product.

INCI	Trade Name	Function	Percent
Water			86.65
Betaine	GENENCARE® OSMS BA	Osmolyte	2.0
Propanediol	Zemea® Propanediol	Humectant	1.4
Carbomer	Carbopol® Style 2.0	Polymer	0.95
Dimethicone PEG-8 Meadowfoamate	Fancorsil® LIM-1	Conditioning Agent	1.0
AMP-Acrylates/Allyl Methacrylate Copolymer	Fixate™ G-100 PR	Hair Fixative	6.0
Water (and) Sodium Hydroxide	NaOH 25% solution	Neutralizer	~1.0
Phenoxyethanol	Phenoxetol®	Preservative	1.0
			100%

Mixing Instructions

Combine the Water, Genencare and Zemea and mix until uniform. Stop mixing, sprinkle the Carbopol over the mixture and let hydrate. Once the Carbopol hydrates, resume mixing and mix until uniform (free of all clumps and/or fish eyes). Add the LIM-1 and Fixate one at a time, mixing until uniform between each addition. Slowly add the sodium hydroxide solution over about 3 – 4 minutes to neutralize the Carbopol (this will cause the mixture to thicken and clear). Reduce the mixer speed at this point to prevent the entrapment of air bubbles. Add the Phenoxetol and mix until uniform.

pH: 6.55

Viscosity: 65,000cps (RV #7 @ 2.5rpm)

