

Prototype Formulation for Shampoo

Auto Care Formulation Information

Standard Shampoo

Formulation reference: CW-101



AV09029

Description

The silicone surfactant provides wetting effects, while the amino-functional silicone can deposit onto the surface to provide a “top-up” to the polish film for gloss/water repellency.

Ingredient	Weight %	Trade Name/Supplier
Phase A		
1. Sodium lauryl ethoxy sulfate	10.0	Rhodapex ESB 70 FEA/ Rhodia Inc.
2. Soft water	78.7	
Phase B		
3. Makon TD12	5.5	Stepan Co.
4. Coconut diethanolamide	3.5	Ninol 49-CE/ Stepan Co.
5. <i>Dow Corning</i> [®] 2-8035 Emulsion	1.5	Dow Corning Corp.
6. <i>Dow Corning</i> [®] 193C Fluid	0.3	Dow Corning Corp.
Phase C		
7. Hydroxyethyl cellulose thickener	0.5	Hercules-Aqualon

Procedure

- 1) Dissolve ingredient 1 in ingredient 2. Add phase B ingredients with low-speed mixing until fully dispersed.
- 2) Sprinkle in the phase C ingredient and mix until completely dissolved, approximately 60 minutes.
- 3) Pour down and package appropriately.

Typical Properties/Additional Information

Suggestion for adjusting the formulation:

- To improve gloss and color: Incorporate XIAMETER[®] MEM-0600 at 1.0%

See Auto Care Raw Material Supplier Reference Sheet (Form No. 26-1064) for the role of the raw material and supplier information.

Visit dowcorning.com/autocare for additional information.

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Contact Information

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