

A woman with her hair styled in a high bun is shown in profile, looking down at a light green bar of shampoo she is holding in her hands. The background is a soft, out-of-focus light green and white. The overall aesthetic is clean and natural.

Raise the bar with this packaging free solution to shampoo which has excellent cleansing, luxurious foam and conditioning benefits. This modern hair care product answers the global demand for sustainable cosmetics without compromising on performance.

Barentz.

Raise the Bar Shampoo

Raise the Bar Shampoo					#F00081V09
Supplier	Description	INCI	w/w %	Phase	Product Information
Innospec	Pureact I-85 EC	Sodium Cocoyl Isethionate	45,35	A	Has low residual fatty acid and so avoids desposition on the hair.
Innospec	Pureact TR-L90	Sodium Methyl Lauroyl Taurate	27,90	A	Pureact TR-L90 is a sulfate free, mild surfactant formulated into this shampoo bar to provide luxurious lather and a soft skin-feel.
Innospec	Empigen BS/FA	Cocamidopropyl Betaine	3,00	B	Added to boost foam and give liquid content helping to bind the bar.
Inolex	Kerabase LC	Cetearyl Alcohol (and) Brassicamidopropyl Dimethylamine (and) Aspartic Acid (and) EDTA	5,00	A	An alternative to traditional CTAC ingredients which gives improved combing and low-cost but effective conditioning effects.
Innospec	Activsoft CD	Guar Hydroxypropyltrimonium Chloride	0,40	A	Highly effective conditioning agent in shampoos, conditioners and bar formulations. Brings desired volume and body to hair without build up and dramatically improves wet combing.
Natura-tec	Abysoft	Crambe Abyssinica Seed Oil Phytosterol Esters	2,00	B	Abysoft improves hair elasticity, increases hair brightness and shows a strong conditioning effect as well as displaying significant levels of protection against damage induced by high temperature hair styling.
NK Chemicals	NK CSA 50:50	Cetearyl Alcohol	16,00	A	A fatty alcohol added to help bind the surfactant. Cetearyl is preferred to Stearyl as it cannot bind with Calcium from hard water and therefore leaves less deposition on the hair.
RFI Trading	Cu-Chlorophyllin 13 AS	Cl75815	0,05	B	Colourant
Azur Fragrances	Magic Potion AF K35471	Parfum	0,70	B	Fragrance

Method

- 1 Grind all solid ingredients in phase A into finer flakes in a well ventilated area.
- 2 Add all liquid ingredients and blend.
- 3 Can use a soap press at this stage or if pressing by hand, heat mixture to 50°C and push the paste into a mould.

Appearance Pale Green Solid Bar

Odour Magic Potion AF K35471

Viscosity N/A

pH N/A

Stability Results TBC

Directions for use

Use in the shower, rub the bar directly on the hair from scalp to mid lengths and work into a lather. Rinse thoroughly and follow with a conditioner.

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