

Unisex Shaping Pomade

- Economical styling wax.
- Loaded with moisture, easily spreadable, with perfect pick-up.
- Flexible formula to dial in exact texture.

Ingredient Trade Name	INCI Name	%
Phase A		
Deionized Water	Aqua	62.55
Disodium EDTA	Disodium EDTA	0.05
Pemulan TR-1 ²	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.1
Tealan 99 ³	Triethanolamine	0.3
Optiphen ⁴	Phenoxyethanol, Caprylyl Glycol	1.0
Propylene Glycol	Propylene Glycol	5.0
PVP K-90 ⁴	PVP	5.0
Phase B		
SynKos 2030 ¹	Synthetic Wax	10.0
Synthetic Beeswax 122 ¹	Synthetic Beeswax	8.0
Kester Wax K-24 ¹	Lauryl Laurate	4.0
Lipomulse 165 ⁵	Glyceryl Stearate (and) PEG-100 Stearate	4.0



Product	Function	About	% Usage	Natural
SynKos 2030	Thickening & Texture	This formula can be further modified by using any SynKos from the wax series. The possible combinations allow formulators to change properties (firmness, viscosity, etc) and use same INCI name	1-20%	
Synthetic Beeswax 122	Beeswax Alternative	Economic, synthetic alternative to beeswax	0.5-25%	
Kester Wax K-24	Ester, Emollient	Natural ester and emollient that imparts a light, dry, silky after feel. Works to cut greasiness with natural oils, esters and organic sunscreens	1-50%	x

PROCEDURE

- Heat water to 80 °C.
- Add Phase A ingredients, while mixing.
- Heat and combine Phase B ingredients (85 °C).
- Add Phase B to Phase A under agitation.
- Mix at high speed until emulsion is uniform.
- Final pH should be 6-7 (adjust with TEA if necessary).
- Pour into containers at 55-60 °C.

Looking for additional formulas? Try our Formula Selector Tool at: <https://www.kosterkeunen.com/pcformulationguide/>

Stability information: Three months at room temperature, three months at 45 °C, three freeze/thaw cycles.

Supplier information: 1; Koster Keunen, Inc.; 2. Lubrizol; 3. Rita; 4. Brenntag Specialties; 5. Vantage Chemicals.



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