

Marshmallow Styler

Formula# 9/22-414/128/358-2

Features

- Playful, marshmallow-like texture
- Traditional ingredients, proven results, simple formula
- Soft hold, unisex styler

Hair Care

Emulsion

Traditional Ingredients

Vegan

Formula

Kostol Natural E

Natural, PEG-free nonionic o/w emulsifier. Provides a light to medium, wet break, low thickening. Can be used as a primary or secondary emulsifier. Usage level 2-8%.

Kester Wax K-56

Naturally derived wax ester of plant origin. Increases opacity and viscosity in emulsions, adds bounce and texture. Secondary structurant in anhydrous formulations. Usage level 1-10%.

Kester Wax K-24

Naturally derived wax ester of plant origin. Low melt point semi-solid, melts on body contact, provides cooling sensation. Adds slip, reduces greasy feel, dimethicone alternative. Usage level up to 50%.

Trade Name	INCI Name	%
<i>Phase A</i>		
Deionized Water	Aqua	73.8
Carbopol 980 ²	Carbomer	0.1
Tealan 99 ³	Triethanolamine	0.1
Zemea Propanediol ⁴	Propanediol	3.0
PVP K-90 ²	PVP	5.0
Optiphen ²	Phenoxyethanol, Caprylyl Glycol	1.0
<i>Phase B</i>		
Kostol Natural E¹	Behenyl Alcohol, Polyglyceryl-3 Stearate	4.0
Kester Wax K-56¹	Cetyl Stearate	10.0
Kester Wax K-24¹	Lauryl Laurate	3.0

Procedure

- Begin heating water to 80 °C and add Phase A ingredients one by one, mixing each until uniform.
- Combine Phase B ingredients, and heat to 80 – 85 °C until melted.
- Add Phase B to Phase A under agitation and mix at high speed until emulsion is uniform.
- Check pH and adjust to 6-7 as necessary.
- Cool to 45 or under and pour into containers.

Stability Information:

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

Supplier Information:

1. Koster Keunen, Inc.; 2. Brenntag Specialties; 3. Rita; 4. DuPont.

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