



Fresh Obsessed Dry Shampoo Mist with RICE PO4 NATURAL

“Formulated and developed BASF (Formulation reference: HB-US-19-35518-55)”

A new way to dry cleanse.

A light, refreshing mist perfect for those in between wash days.

Clean claim: Water conservation, sulfate alternative, gluten-free, vegan

Directions for use: Shake before use. Section hair and apply 1-2 pumps about 6" from roots. Let sit for 30-45 seconds then massage through to cleanse.

Ingredients	INCI-Name	%w/w	Supplier
Phase A			
Water, demin.	Water	59,50	
RICE PO4 NATURAL	DISTARCH PHOSPHATE	4,00	AGRANA
Phase B			
Plantaren® 1200 N UP	Lauryl Glucoside	2,00	
Phase C			
Tinogard® HS	Sodium Benzotriazolyl Butylphenol Sulfonate	0,05	
Gluidin® Kera-P LM	Hydrolyzed Vegetable Protein	2,00	
SDA Alcohol 40B	Ethanol	27,74	
Rambuvital™ BC10059	Maltodextrin [and] Nephelium Lappaceum Seed Extract	0,10	
Phase D			
Rheocare® TTA	Acrylates Copolymer	4,00	
AMP® Ultra PC 2000	Aminomethyl Propanol2	0,26	
Phase E			
Coconut Vanilla CE-131235	Fragrance3	0,35	

Specifications

pH Value (23°C)

6.5 - 7.0

Appearance

Light beige flowable & sprayable liquid



AGRANA STARCH

AGRANA - Fresh Obsessed Dry Shampoo
Mist with RICE PO4 NATURAL.doc
release 01, 02.03.21
Page 2 of 2

Fun fact

If an individual who showers 8 minutes every day for a year replaces 60% of their showers with dry shampoo, they will save 7,884 liters of water and reduce carbon footprint by 219.65 kgCO₂e
Source: Eco Hair and Beauty

Procedure

Add water and starch in Phase A. Disperse and heat to 70-75°C. Allow mixing time and maintain temperature. Add Phase B ingredient. Mix until uniform. Then reduce heat to 40°C. Add Phase C ingredients one by one until uniform. Add Phase D ingredients and pH adjust to 6.5-7.0. Add Phase E ingredient and cool to RT.

This formulation is indicative only and no responsibility whatsoever will be assumed. This formulation is offered solely for your consideration, investigation and verification. It is your responsibility to thoroughly test any formulations before use. All those who use our formulations as well as those who process AGRANA Starches are themselves entirely responsible for the adherence to prevailing statutory regulations and the observance of patent rights as well as other protective rights for other companies. AGRANA does not assure any liability with respect to the composition of the formulation or the use in products.