

## DRY HAIR SHAMPOOS

Dry shampoos provide the benefit of

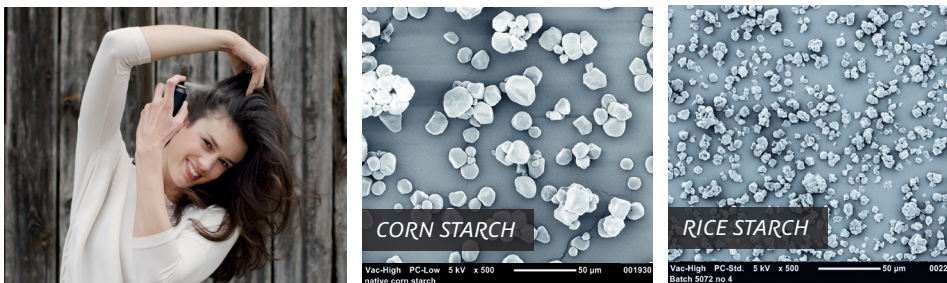
- Convenience
- Time and water-saving
- Instantly refreshed and cleansed hair
- Increased shine
- Styling benefits including root lift and increased volume
- Reduction in the static on the hair "less fly away"

By skipping a wet wash negative effects of SLS-containing shampoos on the skin and on the colour of the hair can be reduced.

In the 1960's and 70's dry shampoos were simplistic and in-effective products with talc, oatmeal or a simple starch as absorbing agent.

In the past decade formulations have improved with high-performance starches as an essential ingredient and a variety of fragrances and colours has led to a rapid surge of new launches and consumer acceptance.

Ingredients in an aerosol are typically a mixture of propellants, solvents, absorbing agents, conditioning agents and fragrance.



**Perfectly suitable as high-performance starches are:**

### **D.S.A.7 (DRY SHAMPOO AEROSOL)**

INCI: Oryza Sativa (Rice) Starch & Cetrimonium Chloride

This starch is a physically activated rice starch with high absorption capacity for sebum, optimized particle size distribution and antistatic behavior. It provides good cleansing effect, shine and volume. Cetrimonium Chloride reduces the static charge of the hair.



## AGENAFLO OS 9051 – lipophilic corn (=maize) starch

INCI: Aluminum Starch Octenylsuccinate

Due to lipophilic modification and fine particle size this starch has a high capacity for loading oils and maintain good free-flowing properties. It provides shine and a matte finish.

## AGENAFLO 9050 – lipophilic corn (=maize) starch

INCI: corn starch modified

This lipophilic starch is a perfect alternative to Aluminum Starch Octenylsuccinate for customers who want to avoid aluminum appearing on their INCI listing.

For customers who prefer to use NATURAL or ORGANIC ingredients in their formulations we recommend:

### NATURAL (COSMOS)

- REISITA NATURAL INCI: oryza sativa (rice) starch
- MAISITA 9040 INCI: zea mays starch

### ORGANIC

- MAISITA 9060 INCI: zea mays starch
- ORGANIC TAPIOCA NATURAL INCI: tapioca starch



Guideline formulations are available at our homepage:

<http://www.agrana.com/en/products/starch/pharmaceuticals-cosmetics-industries/>

## DRY CONDITIONER

A dry conditioners product is a suspension of oils and nutrients in a powder-mist/aerosol form. It does just about the same job that your "wet" conditioner does, except this one won't mess up your locks and style.

Dry conditioner help hydrate and add shine and texture to dry hair without wetting the hair. You can first use dry shampoo and then dry conditioner on clean or dirty hair or use a dry conditioners that already contains our starches D.S.A.7 or AGENAFLO as an absorbant.

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All formulations are indicative only and no responsibility whatsoever will be assumed.