

Smooth & Silky Leave-in Conditioner

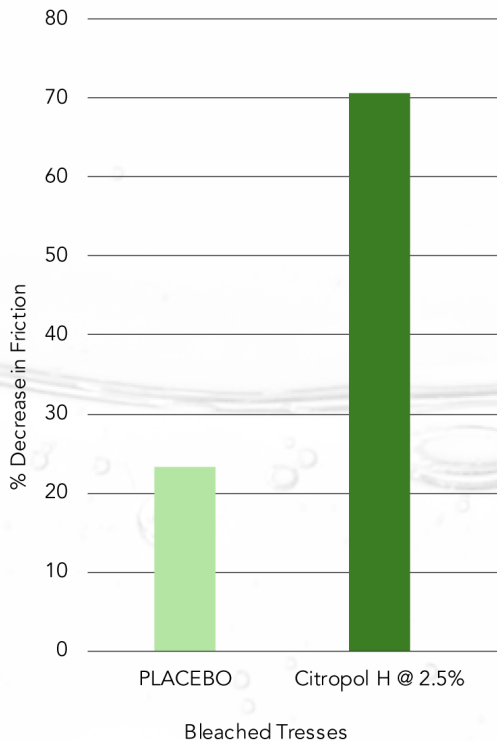
Complete with new data from recent testing, this new formulation serves as the vehicle for increased data and understanding of the impact Citropol® H can have in formulation, specifically leave-in conditioning applications.

From unparalleled conditioning and effortless detangling to robust protection against hair damage, heat, and frizz, Citropol® H elevates hair to new heights of softness, smoothness, and resilience.

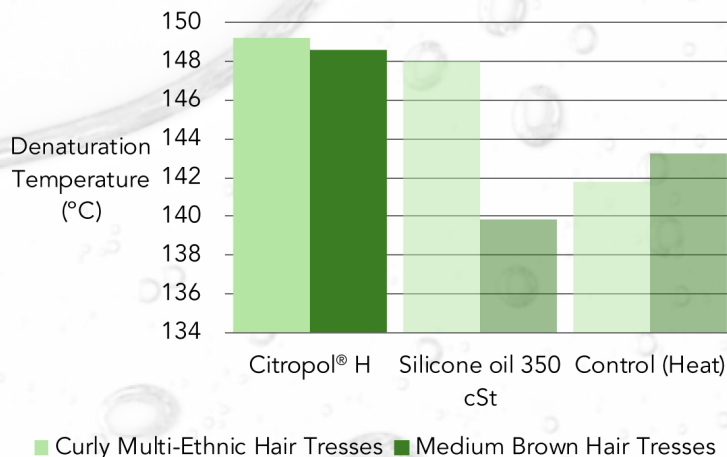
Formulation

PHASE	INCI	% (to 100)
A	Water	87.25%
A	Propanediol	5.00%
A	Polyquaternium-10	0.50%
B	Behentrimonium Methosulfate, Cetearyl Alcohol	2.00%
B	Cetyl Alcohol	1.50%
B	Polycitronellol	2.50%
C	Phenoxyethanol	0.70%
C	Caprylyl Glycol (and) Ethylhexylglycerin	0.55%
D	pH Adjuster	QS
	TOTAL	100.00%

Applied to bleached tresses and tested in this leave-in conditioner, Citropol® H at 2.5% decreased dry friction by over 70%, resulting in smoother, more manageable hair.



Citropol® H protects hair against heat damage, increasing thermal stability against damage, significantly more than both untreated hair and hair with silicone treatment



Heat treatment by blow drying at medium heat, then flat ironing at 232°C (450°F). Testing done at TRI/Princeton.



Citropol® H is a groundbreaking multifunctional liquid polymer with a medium viscosity, high molecular weight, and the ability to serve as a viable alternative to dimethicone 350cPs. Even in concentrations as low as 1%, Citropol® H imparts a lightweight, velvety feel, with enhanced benefits in conditioning, detangling, and protection against damage from heat and repeated combing.