

# Volumizing Root Lifter

S-X0016

This sprayable, low viscosity formula can be used on wet or dry to build volume and lift—even with very fine hair. **Fixate®\* G-100 Polymer** contributes superior performance properties such as high humidity resistance, reduced flaking and natural, touchable hold. **SilSense™\* Copolyol-1 Silicone** improves wet styling properties and provides general conditioning.

	<b>INCI Name, Trade Name</b>	<b>Weight %</b>	<b>Function</b>
1.	Deionized Water	87.95	Diluent
2.	Acrylates/C10-30 Alkyl Acrylate Crosspolymer,	0.50	Rheology Modifier
3.	AMP-Acrylates/Allyl Methacrylate Copolymer (26%), <b>Fixate®* G-100 Polymer</b>	7.60	Fixative
4.	Aminomethyl Propanol, <b>AMP-95®</b>	0.40	Neutralizer
5.	Hydrolyzed Soy Protein, <b>Aqua Pro II™ SP</b>	0.50	Conditioner
6.	Propylene Glycol	1.50	Humectant
7.	PEG-33 and PEG-8 Dimethicone and PEG-14, <b>SilSense™* Copolyol-1 Silicone</b>	0.25	Conditioner
8.	dl-Panthenol	0.50	Conditioner
9.	PEG-60 Hydrogenated Castor Oil, <b>Cremophor® CO-60</b>	0.10	Solubilizer
10.	Fragrance, <b>Energy Booster #6500076</b>	0.10	Fragrance
11.	DMDM Hydantoin (and) Iodopropynyl Butylcarbamate, <b>Glydant® Plus Liquid</b>	0.30	Preservative
12.	<b>FD&amp;C Blue No. 1 (0.10%)</b>	0.30	Dye

## Procedure:

1. Sprinkle Carbopol® Ultrez 21 Polymer on the surface of the deionized water. Begin mixing when polymer is fully wet.
2. Add Fixate®\* G-100 Polymer and continue mixing. The dispersion will thicken slightly.
3. Neutralize with AMP-95®.
4. Add soy protein and mix until uniform.
5. Add propylene glycol and mix until uniform.
6. Add SilSense™\* Copolyol-1 Silicone and mix until uniform.
7. Add dl-Panthenol to batch and mix until homogenous.
8. Premix Cremophor® CO-60 and fragrance before adding to batch.
9. Add Glydant® and mix until homogenous.
10. Add FD&C dye and mix until uniform.

NOTE: Recommended sprayer is Calmar, Mark VII, .16 cc delivery output, WT 25 actuator orifice. (Calmar, Inc. -- Fax: 816-246-3520 / Telephone: 800-599-2124)

**Product Properties:**

Appearance Blue liquid

pH 5.8 - 6.3

Viscosity (mPa s)\*\* 500 - 1,000

Stability: Passed 3 months @ 45°C, 5 cycles freeze/thaw

**Fixate<sup>®</sup> G-100 Polymer (%TS) 2.0**

High Humidity Curl Retention\*\*\* 60% of original curl after 8 hrs 56% of original curl after 24 hrs

\*\* Brookfield RVT @ 20 rpm, 25°C, spindle #3

\*\*\* 90% relative humidity at 25°C

**Supplier References:**

**Noveon, Inc. (2, 3, 7)**

Dow/Angus (4)

Midwest Grain Products (5)

Dow / VWR (6)

BASF (8, 9)

Bell Flavors and Fragrances, Inc. (10)

Lonza (11)

**Quantum Colours (12)**

The information contained herein is believed to be reliable, but no representations, guarantees or warranties of any kind are made as to its accuracy, suitability for particular applications or the results to be obtained. The information often is based on laboratory work with small-scale equipment and does not necessarily indicate end product performance or reproducibility. Formulations presented may not have been tested for stability and should be used only as a suggested starting point. Because of the variations in methods, conditions and equipment used commercially in processing these materials, no warranties or guarantees are made as to the suitability of the products for the applications disclosed. Full-scale testing and end product performance are the responsibility of the user. Noveon, Inc. shall not be liable for and the customer assumes all risk and liability for any use or handling of any material beyond Noveon's direct control. The SELLER MAKES NO WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. Nothing contained herein is to be considered as permission, recommendation, nor as an inducement to practice any patented invention without permission of the patent owner.

Noveon, Inc. is a wholly owned subsidiary of The Lubrizol Corporation

\*Trademark owned by The Lubrizol Corporation

© Copyright 2005 Noveon, Inc.