

revive, refresh, recharge

dry shampoo mousse

formula # 12775-38F

a lightweight foam to
refresh your hair
between washes and
extend your style

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dispense into palm and
massage through hair in
sections, focusing on the
scalp. can use a diffuser or
blow dryer to reactivate
curls and add a boost of
volume at the root.

shake well before use.



no visible residue



delivers superior cleaning



preserves hair color
vibrancy

—

description

Designed to instantly cleanse, refresh your style, boost volume and add texture all without water. Leaves hair clean with little to no white residue and easy to style and restyle. This unique formula does not create a matte finish but rather maintains the vibrancy and sheen of hair color to let your true colors shine through from one day to the next.

Applied like a mousse, this rich, creamy dry shampoo foam cleanses the hair without additional water to leave hair looking and feeling clean. Can be used to boost the roots and build volume.

ingredients

advantage™ revive polymer

Optimized surface area to deliver improved cleaning properties. Non-agglomerating for ease of dispersibility and low clogging potential. High sebum absorption.

styleze™ es-1 polymer

A naturally-derived styling polymer that provides improved style durability, 48-hour humidity resistance and improved foam bloom and stabilization.

ceraphyl™ 60 ester

A mild cationic ingredient with pronounced substantivity to hair to provide antistatic and conditioning benefits

typical properties

description: a rich creamy mousse

packaging

Valve: Aptar 2x20 inverted mousse

Precision s90 2x20 inverted mousse

Spout: Aptar S16

Precision Magic Mousse

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ingredients (trade name INCI)		% w/w	supplier
concentrate			
Deionized Water	Aqua	89.145	Local
Advantage™ Revive polymer	PVP	2.000	Ashland
Styleze™ ES-1 polymer	Guar Hydroxypropyltrimonium Chloride	0.750	Ashland
Carsoquat CT-429*	Cetrimonium Chloride	0.250	Lonza
Ritalac*	Lactic Acid	0.030	Rita
Ceraphyl™ 60 ester	Quaternium-22	0.500	Ashland
Glycerin	Glycerin	0.500	Local
Prodium CO*	PPG-2 Hydroxyethyl Cocamide	0.075	Croda
Optiphen™ preservative	Phenoxyethanol (and) Caprylyl Glycol	0.750	Ashland
propellant			
Hydrocarbon A-40	Propane (and) Isobutane	6.00	Diversified CPC
total		100.00%	

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procedure

1. Add water and begin mixing.
2. Add PVP and mix until wetted out and dispersed.
3. Add remaining ingredients one at a time and mix until uniform.
4. Fill cans while continuing to mix, vacuum crimp and charge with propellant.

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