



PERSONAL  
CARE

## OXISENSE® S 0440

**OXISENSE®** is an innovative conditioning agent for hair care products, based on a unique combination of emollients and humectants that promotes frizz control and supports the prevention and mitigation of daily damages.

### BENEFITS

- Anti-frizz effect
- Silicone replacement
- Pleasant feel: non oily
- No build-up
- Provides softness and moisturization
- Water soluble (suitable for clear formulations)
- Combability for wet and dry hair
- Curl definition
- Versatility for all hair care formulations
- Preservative free
- Allows a reduction of cationic surfactants and polymers
- Easy to incorporate (cold processable)

### APPLICATIONS

- Shampoos
- Conditioners
- Treatment masks
- Combing creams
- 2-in-1 Shampoos
- Leave-on



OXITENO

Evolution by chemistry

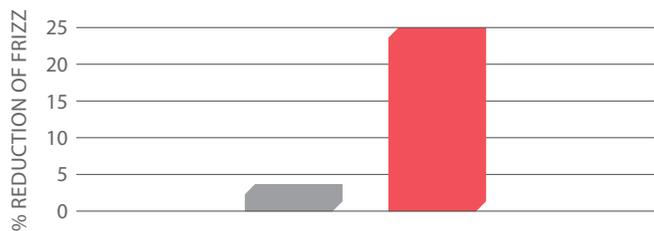
# PERFORMANCE

## Anti-Frizz Effect and silicone replacement

Shampoo formulated with 1% of OXISENSE® S 0440 delivers the same performance in frizz reduction as control formulations containing twice the amount of silicone.



The use of 0.2% OXISENSE® S 0440 in the conditioner formulation provided more control of frizz, maintaining performance with respect to combability and softness/ moisturization, with a 25% reduction of the cationic surfactants and without the addition of guar hydroxypropyltrimonium chloride

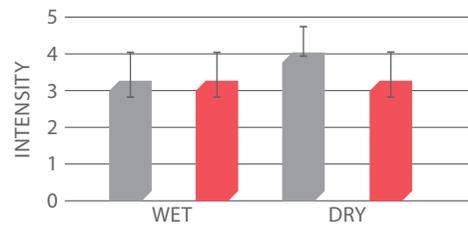


■ CONTROL CONDITIONER  
■ **CONDITIONER 1% OXISENSE® S 0440**  
25% LESS CATIONIC AND NO POLYMERS



## Softness and Moisturization

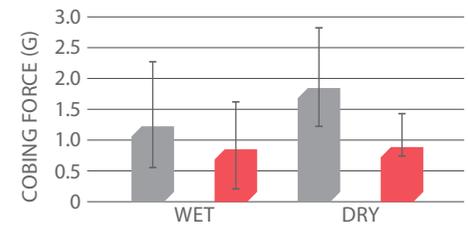
Conditioner with OXISENSE® S 0440 delivers benefits of softness and moisturizing to the hair, with a 25% reduction in total cationic surfactant and without the addition of polymers, in comparison with the control formulation.



■ CONTROL CONDITIONER  
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25% LESS CATIONIC AND NO POLYMERS

## Combability

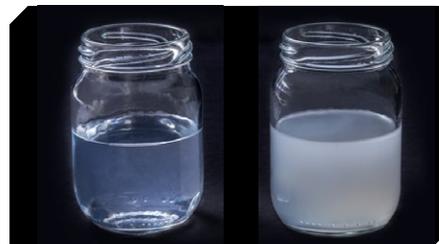
Hair conditioners with OXISENSE® S 0440 promote wet and dry combability, when compared to the control formula with higher concentrations of active components.



■ CONTROL CONDITIONER  
■ **CONDITIONER 1% OXISENSE® S 0440**  
25% LESS CATIONIC AND NO POLYMERS

## Transparency

OXISENSE® S 0440 is a versatile solution that allows the development of silicone-free formulations that are completely transparent:



SHAMPOO WITH 2% OXISENSE® S 0440  
SHAMPOO WITH 2% SILICONE

## PROPERTIES

Appearance at (25°C): colorless liquid  
Shelf life: 365 days  
pH, 1% p/p aqueous: 5.0 - 8.0  
Water %p: 3.0 – 7.0  
Recommended Dosage: from 0.2%

DISCLAIMER: This information is provided in good faith, based on Oxiten's current knowledge of the subject, and is purely indicative. Any information, including suggestions for using the products, should not preclude experimental testing and verification, which are essential to ensure the suitability of the products to each specific application. All users must also obey local laws and obtain all the necessary permits. When handling the product, consult the safety data sheet. If you have any questions or additional needs, please contact Oxiten through our customer service channels. Icon credits to The Noun Project.