



PERSONAL
CARE

INDORAMA
VENTURES



OXISENSE® S 0440

Conditioning agent for hair care products
that promotes frizz control



Based on unique combination of humectants and emollients, OXISENSE® S 0440 presents many important features as:



Anti-frizz effect



Provides softness and moisturizing



Development of transparent formulations



Lower levels of cationic surfactants and polymers

PROPERTIES



APPEARANCE
COLORLESS LIQUID

SHELF LIFE



RECOMMENDED
DOSAGE



FROM
0.2%

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



Treatment masks



2-in-1 Shampoos



Conditioners



Combing creams



Leave-on



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.



NO TREATMENT



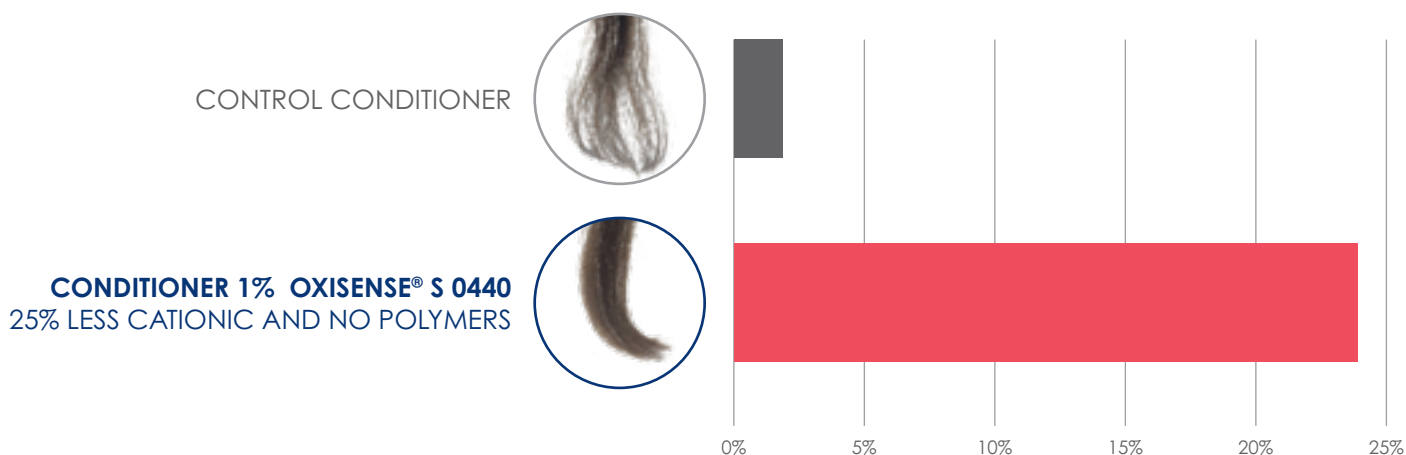
**CONTROL SHAMPOO 2%
SILICON**



**SHAMPOO 1%
OXISENSE® S 0440**

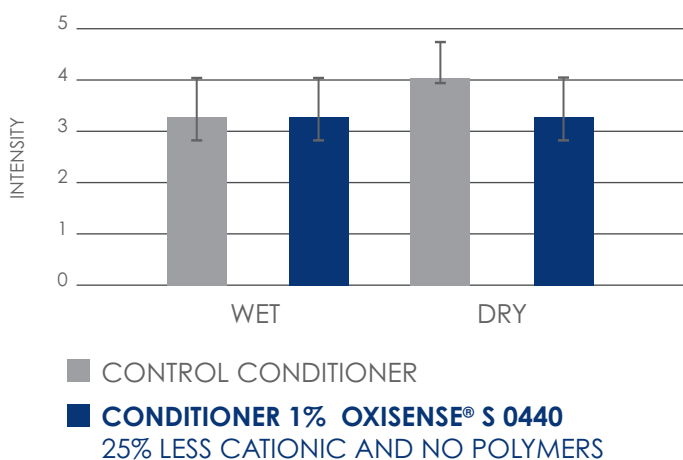
The use of 0.2% OXISENSE® S 0440 in the conditioner formulation provided more control of frizz, maintaining performance with respect to combability and softness / moisturization, with a 25% reduction of the cationic surfactants and without the addition of guar hydroxypropyltrimonium chloride

Reduction of Frizz %



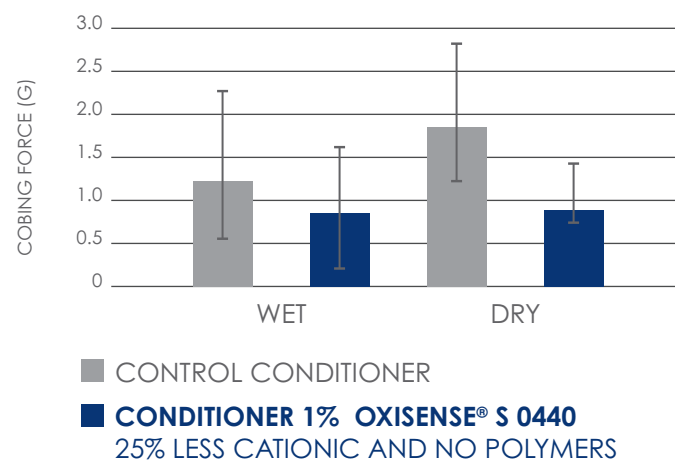
Softness and Moisturization

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.



Combability

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



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**