Starting point formulation – Shower gel – cleansing clay

Mild shower gel with PURABYK-P 5541 SATIN for a deep cleansing effect. GELWHITE-H acts as stabilizer for the particles and keeps them suspended in the formulation.

Formulation

Phase	Tradename	INCI	Supplier	Function	Dosage (%)
A	Water	Aqua	-	Carrier	73.90
	GELWHITE-H	Bentonite	BYK	Rheology modifier	2.00
	Cosphaderm X-34	Xanthan Gum	Cosphatec	Rheology modifier	0.60
B	PURABYK-P 5541 SATIN	Bentonite	BYK	Absorbing agent	3.00
C	Perlastan L 30	Sodium Lauroyl Sarcosinate	Schill + Seilbacher	Surfactant	5.00
	Dehyton K	Cocamidopropyl Betaine	BASF	Surfactant	9.00
	Plantaren 2000N UP	Decyl Glucoside	BASF	Surfactant	5.00
	Flocare C 107 LM PF	Polyquaternium-7	SNF	Film former	0.20
D	euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	Ashland	Preservative	0.80
	V/80 171 Hibiskus Jasmin	Parfum	Vögele	Fragrance	0.50
Total					**100.00**

Instructions (manufacturing procedure)

- Add GELWHITE-H and Cosphaderm X-34 to the water of phase A while stirring.
- After the formation of the gel add phase B and stir until homogenous, add the surfactants of phase C one after the other under stirring.
- Then add the film former and phase D.
- Adjust the final pH to 5.5 with citric acid.

Characteristic data

- Appearance: opaque, gel.
- Storage stability: 3 months at 40 °C.

PURABYK-P 5541 SATIN is a non-activated bentonite added for added for a deep cleansing effect.

GELWHITE-H is an activated natural bentonite offering an anti-settling effect.

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