



NUMBER 5222

Style Fusion™ complex 1

Delivers hair fiber repair to retain the beauty for longer hair styles

Product Description

Style Fusion complex 1 is based on a polyelectrolyte complex in the form of a micron sized particle that provides hair fiber repair properties in the form of split end mending and cuticular smoothing and also contributes to styling, shine and thermal protection, demonstrating its multifunctionality. Because longer hair styles tend to show more damage from age and various styling treatments, Style Fusion complex 1 allows consumers to grow their hair without expressing this damage. The result is long beautiful hair.

Features and Benefits

- Split end mending with mechanical durability
- Cuticle smoothing
- Promotes shine
- Contributes to styling: fiber alignment
- Thermal protection
- Allows for long hair styles

Chemistry

Style Fusion complex 1 is based on two polymers of opposite charge:

- INCI: Polyquaternium-28 and PVM/MA Copolymer
- Preserved with Phenoxyethanol, Caprylyl Glycol.

When these two polymers are associated they form a polymer-polymer complex in the form of a microgel.

Typical Properties

Appearance	White opaque pourable lotion, liquid
% Solids	10%
Viscosity	1,000-3,000 cps
pH (as is)	6.9-7.9
Shelf life	12 months

Key Applications

- Emulsion, Gel, Mousses
- **Suggested concepts**
- Leave in conditioners
- Styling Creams and lotions
- Rinse off conditioner
- Cream gels
- Serum

Prototypes available on request



Formulation Guidelines

- Complex can be added directly to solutions of nonionic polymers and low charge density anionic and cationic polymers
- Can be added to aqueous based cream gels and emulsions even the hot phase of after the oil phase
- Do not add the complex to systems below pH 5.5 and above 9 or systems with a very high level of electrolyte
- Recommended usage level 10-20%

Packaging

Package: Drum
Net Weight 200 kg

Regulatory/Classifications

INCI Name:	CAS#
PVM/MA Copolymer	25153-40-6
	25249-64-3
	9011-16-9
Polyquaternium-28	131954-48-8

Other regulatory information regarding this complex can be made available on request.

Product Safety

Information concerning

- Classification and labelling according to regulation for transport and for dangerous substances
- Protective measures for storage and handling
- Toxicity effects

Is supplied in this complex's material safety data sheet, which can be made available on request.