

Exclusively HerCare

Tailored Hair Care for Her Curls and Coils



 **BASF**

We create chemistry

Care
Creations™

Textured hair is no longer just a trend, *it's a lifestyle.*

With more than 60% of the world's population having wavy, curly, and coily hair, it's clear that brands must provide solutions that support healthy, textured hair care.

Various traditions and cultures have also influenced the textured hair lifestyle, involving several movements within different ethnic groups. While some pride themselves on being "product junkies," eager to try any and everything that shows up on shelves, the reality is that textured hair often requires more products for maintenance and styling than straight hair and the hunt for the perfect combination fuels spending.



On average, **natural hair consumers purchase six times more hair care products** than other groups.

The explosion of online and social media content showing ways of caring for and styling textured hair has brought a rise in desire to know more about ingredients and how they impact hair.

What we have now is a more informed, savvy consumer who has access to a lot of information online and will hold brands accountable when it comes to their products and claims. With more natural hair consumers caring for their hair at home, offering quality products that respond to their specific needs is imperative for any brand that wants to be welcomed and validated in this space.

At BASF, we are committed to providing solutions that support your brand with innovative formulations for textured hair care.

It is our goal to create ingredients that focus on enhanced performance, styling, conditioning, and repair for healthier, stronger hair.

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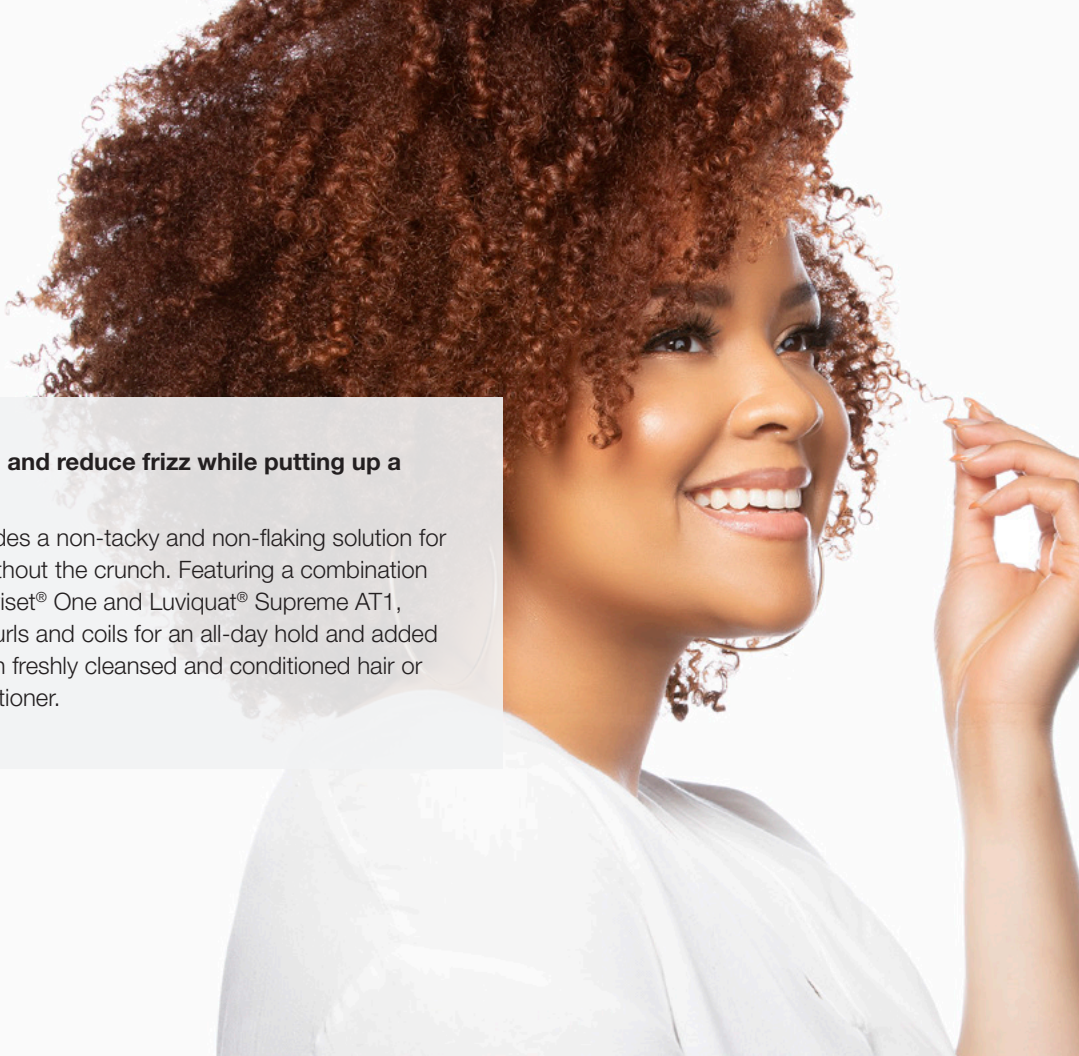
Tailored Hair Care for
Her Curls and Coils...

Curls on Lock Gel Styler	4
Leave It In and Let It Werk Conditioner	6
Restoring Moisture (+) Conditioning Mask	8
Restoring Moisture (+) Strengthening Mask	10
Twist It Out Styling Butter	12

Curls on Lock *Gel Styler*

Lock in your curls and coils and reduce frizz while putting up a fight against high humidity.

Curls on Lock Gel Styler provides a non-tacky and non-flaking solution for hold and superior definition without the crunch. Featuring a combination of two standout polymers, Luviset® One and Luviquat® Supreme AT1, this styler is sure to set your curls and coils for an all-day hold and added conditioning. It can be used on freshly cleansed and conditioned hair or layered with the leave-in conditioner.



Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	82.25	
Luviset® One	Acrylates/Methacrylamide Copolymer	8.00	Fixative
AMP® Ultra PC 2000 (Angus Chemical Company)	Aminomethyl Propanol	0.45	Neutralizing agent
Phase B			
Glycerin	Glycerin	3.00	Humectant
Luviquat® Supreme AT 1	Polyquaternium-68	3.00	Fixative
Phase C			
Myritol® 331	Cocoglycerides	1.00	Emollient
Cetiol® C 5	Coco-Caprylate	1.00	Emollient
Phase D			
Fragrance*	Fragrance	0.30	Fragrance
Preservative	Preservative	1.00	Preservative
Specifications			
pH value (23°C)		6.75 - 7.2	
Viscosity (Brookfield; RVT; spindle 4; 10 rpm; 23°C)		15,000 - 20,000 cP	
Appearance		Translucent, white cream gel	
Preservative Data			
Euxyl® PE 9010 1% - Schülke PCPC M1 micro count testing completed.			

*CE212492 Manuka Honey and Shea - Custom Essence

Procedure

1. Add Phase A ingredients in order. Allow mixing time and adjust pH to 6.75 - 7.2.
2. Continue adding Phase B ingredients in order with mixing.
3. Add Phase C ingredients with mixing.
4. Add Phase D ingredients with mixing. Check pH and adjust with AMP if necessary.



Leave It In and Let It Werk *Conditioner*

For those times when your curls or coils need a little more love...

Leave It In and Let It Werk comes to the rescue, providing moisture, detangling, conditioning, and frizz control benefits. Our conditioning polymer, Dehyquart® CC6, provides brittle and dry locks the conditioning it needs to soften and prepare the hair for styling. Dehyquart® C 4046, a conditioning additive, helps further improve hair slip with a hydration boost. This leave-in can be used alone or layered with the Gel Styler for hold and definition or with the Styling Butter for volume and definition in any style.

Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	77.45	
Dehyquart® CC6	Polyquaternium-6	0.50	Conditioning agent
Glycerin	Glycerin	3.00	Humectant
Dehyquart® A-CA	Cetrimonium Chloride	3.00	Conditioning agent
Phase B			
Lanette® O	Cetearyl Alcohol	3.25	Consistency agent
Myritol® 331	Cocoglycerides	5.00	Emollient
Cetiol® C 5	Coco-Caprylate	2.00	Emollient
Dehyquart® C 4046	Cetearyl Alcohol, Dipalmitoylethyl Hydroxyethylmonium Methosulfate, Ceteareth-20	4.25	Conditioning agent
Phase C			
Preservative	Preservative	1.00	Preservative
Citric Acid (50% solution)	Citric Acid	0.15	pH Adjustment
Fragrance*	Fragrance	0.40	Fragrance
Specifications			
pH value (23°C)		4.5 - 5.0	
Viscosity (Brookfield; RVT; spindle TD, Helipath; 10 rpm; 23°C)		45,000 - 65,000 cP	
Appearance		White, viscous lotion	
Preservative Data			
Euxyl® K712 1% -Schülke PCPC M1 micro count testing completed.			

*CE212492 Manuka Honey and Shea - Custom Essence

Procedure

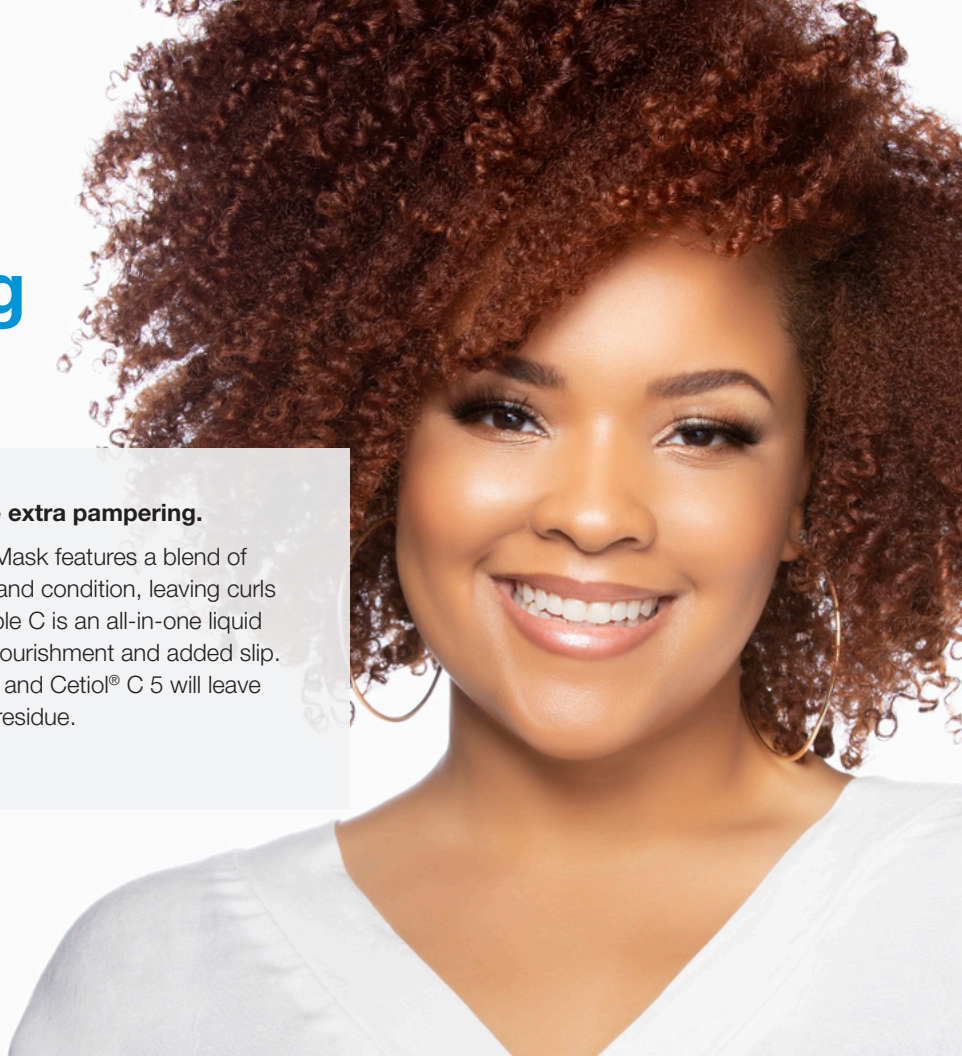
1. Add Phase A ingredients in order with mixing.
2. Heat Phase A to 70°C.
3. In a separate beaker, add Phase B ingredients in order, mix until uniform and melted. Heat to 70 - 75°C.
4. Cool to 45°C, add Phase C ingredients, continue mixing. Adjust pH to 4.5 - 5.0.



Restoring Moisture (+) Conditioning *Mask*

Curls and coils can always use a little extra pampering.

This Restoring Moisture (+) Conditioning Mask features a blend of moisturizing ingredients to help detangle and condition, leaving curls and coils soft and supple. Cosmedia® Triple C is an all-in-one liquid dispersion polymer designed to provide nourishment and added slip. A combination of emollients, Myritol® 331 and Cetiol® C 5 will leave hair feeling hydrated without any leftover residue.



Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	76.87	
Glycerin	Glycerin	3.00	Humectant
Dehyquart® A-CA	Cetrimonium Chloride	3.00	Conditioning agent
Cosmedia® Triple C	Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside	3.50	Rheology modifier
Phase B			
Lanette® O	Cetearyl Alcohol	2.00	Consistency agent
Myritol® 331	Cocoglycerides	5.00	Emollient
Cetiol® C 5	Coco-Caprylate	2.00	Emollient
Cutina® HVG	Hydrogenated Vegetable Glycerides	2.00	Consistency agent
Cetiol® SB 45	Butyrospermum Parkii (Shea) Butter	1.00	Emollient
Phase C			
Preservative	Preservative	1.00	Preservative
Citric Acid (50% solution)	Citric Acid	0.23	pH Adjustment
Fragrance*	Fragrance	0.40	Fragrance
Specifications			
pH value (23°C)		4.5 - 5.0	
Viscosity (Brookfield; RVT; spindle TD, Helipath; 10 rpm; 23°C)		55,000 - 75,000 cP	
Appearance		White cream	
Preservative Data			
Euxyl® K712 1% -Schülke PCPC M1 micro count testing completed.			

*CE178849 Argan Oil and Quinoa - Custom Essence

Procedure

1. Add Phase A ingredients in order with mixing. Heat to 70°C.
2. Add Phase B ingredients in a separate beaker, mix until uniform and melted. Heat to 70°C. Combine with Phase A.
3. Cool to 45°C. Add Phase C ingredients in order, continue mixing. pH adjust between 4.5 - 5.0.



Restoring Moisture (+) Strengthening *Mask*

Textured hair is highly susceptible to damage from styling.

A sister to the Restoring Moisture (+) Conditioning Mask, the Restoring Moisture (+) Strengthening Mask is designed to treat damage caused by bleaching or coloring, excessive thermal styling, or by environmental factors. With the added benefit of our vegan micro-protein, Gluadin® Kera-P LM, helps repair the hair to give it the strength strands need. This protein, in conjunction with Cosmedia® Triple C, Myritol® 331, and Cetiol® C 5, helps reduce breakage while providing superior conditioning and detangling.

Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	74.87	Humectant
Glycerin	Glycerin	3.00	Conditioning agent
Dehyquart® A-CA	Cetrimonium Chloride	3.00	Rheology modifier
Cosmedia® Triple C	Polyquaternium-37 (and) Dicaprylyl Carbonate (and) Lauryl Glucoside	3.50	Rheology modifier
Phase B			
Lanette® O	Cetearyl Alcohol	2.00	Consistency agent
Myritol® 331	Cocoglycerides	5.00	Emollient
Cetiol® C 5	Coco-Caprylate	2.00	Emollient
Cutina® HVG	Hydrogenated Vegetable Glycerides	2.00	Consistency agent
Cetiol® SB 45	Butyrospermum Parkii (Shea) Butter	1.00	Emollient
Phase C			
Gludain® Kera-P LM	Hydrolyzed Vegetable Protein	2.00	Active ingredient
Preservative	Preservative	1.00	Preservative
Citric Acid (50% solution)	Citric Acid	0.23	pH Adjustment
Fragrance*	Fragrance	0.40	Fragrance
Specifications			
pH value (23°C)		4.5 - 5.0	
Viscosity (Brookfield; RVT; spindle TD, Helipath; 10 rpm; 23°C)		55,000 - 75,000 cP	
Appearance		White cream	
Preservative Data			
Euxyl® K712 1% -Schülke PCPC M1 micro count testing completed.			

*CE 212491 Almond Flower Argan - Custom Essence

Procedure

1. Add Phase A ingredients in order with mixing. Heat to 70°C.
2. Add Phase B ingredients in a separate beaker, mix until uniform and melted. Heat to 70°C. Combine with Phase A.
3. Cool to 45°C. Add Phase C ingredients in order, continue mixing. pH adjust between 4.5 - 5.0.



Twist It Out

Styling Butter

There are many ways to twist it, but only one way to secure soft, highly defined, frizz-control curls and coils.

Our Twist It Out Styling Butter hydrates hair to give twist-outs, braid-outs, and Bantu-knots definition, bounce and shine. This formula features our wild mango butter, Irwinol® LS 9890, in conjunction with shea butter, Cetiol® SB 45, to improve curl elasticity. Cosmedia® Ultragel 300 is giving an added boost of conditioning and extra slip for greater manageability while twisting and braiding.



Ingredients	INCI	% by Weight	Function
Phase A			
Water, demin.	Water	61.35	
Cosmedia® Ultragel 300	Polyquaternium-37	0.25	Rheology modifier
Glycerin	Glycerin	2.00	Humectant
Phase B			
Cetiol® SB 45	Butyrospermum Parkii (Shea) Butter	6.00	Emollient
Lanette® O	Cetearyl Alcohol	3.50	Consistency agent
Cegesoft® HF 62	Hydrogenated Vegetable Oil	4.00	Consistency agent
Cegesoft® PS 6	Vegetable Oil	8.50	Emollient
Myritol® 331	Cocoglycerides	5.00	Emollient
Cetiol® C 5	Coco-Caprylate	2.00	Emollient
Dehyquart® C 4046	Cetearyl Alcohol, Dipalmitoylethyl Hydroxyethylmonium Methosulfate, Ceteareth-20	4.00	Conditioning agent
Irwinol™ LS 9890	Octyldodecanol, Irvingia Gabonensis Kernel Butter, Hydrogenated Coco-Glycerides	2.00	Active ingredient
Phase C			
Fragrance*	Fragrance	0.40	Fragrance
Preservative	Preservative	1.00	Preservative
Sodium Hydroxide (25% solution)	Sodium Hydroxide	q.s.	pH Adjustment
Specifications			
pH value (23°C)		5.0 - 5.5	
Viscosity (Brookfield; RVT; spindle TD, Helipath; 10 rpm; 23°C)		80,000 - 120,000 cP	
Appearance		Viscous, white cream	
Preservative Data			
Euxyl® PE 9010 1% – Schülke PCPC M1 micro count testing completed.			

Procedure

1. Add Phase A ingredients in order. Allow enough mixing time for the Cosmedia® Ultragel 300 to hydrate prior to adding the glycerin.
2. Begin heating to 75°C when batch is uniform.
3. Heat and mix Phase B ingredients separately. Heat to 75°C. When melted and uniform add to Phase A.
4. Cool below 45°C and add Phase C ingredients with mixing. pH adjust between 5.0 - 5.5.



*CE212490 Toasted Coconut and Magnolia Milk - Custom Essence

Exclusively HerCare

Tailored Hair Care for
Her Curls and Coils

BASF has solutions. Our ingredients and know-how help formulators meet today's hair care trends.

www.carecreations.basf.us

About BASF's Care Chemicals division

The BASF division Care Chemicals offers a broad range of ingredients for personal care, hygiene, home care, industrial & institutional cleaning, and technical applications. We are the global leading supplier for the cosmetics industry as well as the detergents and cleaners industry and support our customers with innovative and sustainable products, solutions and concepts. The division's high-performance product portfolio includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients and UV filters. Superabsorbent polymers developed for the full spectrum of hygiene applications complete the range. We have production and development sites in all regions and are expanding our presence in emerging markets.

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