

Products for use with Styling Appliances



The hair appliance market

Whether you want to curl, smooth or wave your locks, there's an increasing range of heat styling appliances

The hair appliance market is growing globally.

Estimated market size of €8 billion with growth rate of 6% to 2025.

This is being driven by:

1. A higher emphasis on self maintenance
2. Focus on fulfilling personal needs
3. Fast and convenient
4. Increased use by men
5. Introduction in salons in India , China and Brazil

https://www.einnews.com/pr_news/486154984/hair-care-appliances-market-2019-industry-analysis-size-share-strategies-and-forecast-to-2025

Five Hair Gadgets for 2020

The choice of appliances is expanding.

Whether you want to curl, smooth or wave your locks, there's an increasing range of heat styling products, all include the use of heat

Gadget	Application	Temperature C
Dyson Copper Straightener*	Straightening / waves and curls	165 / 180/ 200
Multiform Curl and Waves	Curls and waves	150 -210
Hair Dryer	Blow drying	70
Heated Rollers	Body, waves, curls	130
Rotating Iron	Curls, body, waves	150 - 200

* Dyson new launch March 2020

Hair and Heat Facts

Hair is tough!
However, any temperature over 180 °C will be damaging to the hair

There will be:
Split ends
Breakage
Dryness
Frizz
Scalp issues

Styling Addiction:
The more frizz that is seen, the more the consumer styles. The more damage is done and the process starts again

Pamper your hair!
Less styling
Less shampooing;
Use products

Issues in detail

Dryness

A straightening iron works by seeping all the moisture out of your hair to straighten it and secure the style in place. And the only way that the moisture from your hair can escape is by evaporating and turning into steam. Often the hair smokes .that's not smoke; it's actually steam

Breakage

Temporary and permanent hair straightening can lead to excessive dryness, it is safe to say that they weaken the structure of your hair strands Thus, the individual strands of your hair become more susceptible to breaking right from the middle.

Frizz

The consumer believes that straightening the hair was the ultimate way to get rid of all your frizz. This is because the dryness caused by frequently straightening your hair ultimately leads to more frizz, not less.

Split Ends

Split ends are usually formed when your weakened hair starts breaking from the middle Besides being a clear indication of the fragile state of your hair

Dullness

The natural oils from your scalp and the moisture in your hair are responsible for the beautiful, healthy shine of your hair

Nouryon products

In our Personal Care range we have products to pamper your hair

In addition some formulation and format suggestions for complete cleansing and styling routine

1. Cleansing
2. Conditioning
3. Deep treating
4. Moisturising
5. Scalp treatments
6. Styling heat protection
7. Extending the style



Nouryon Focus Products

DynamX H₂O

- Thermal protection at 1%
- Curl memory
- Durable film
- Natural hold

Amphomer

- Thermal Protection at 1%
- Excellent film former
- Great HHCR
- Use across a range of formats

Amaze SP

- Thermal Protection at 3%
- 100% natural
- Anti-frizz
- Volume & Body
- Excellent aesthetics

The formulations

Deep Cleansing Shampoo

14276-54.B

Description

This is a deep cleaning shampoo containing Flexan® II polymer. The Flexan II is a highly anionic polymer used to strip cationic polymer build up on the hair and leave the hair clean and volumized.

Formula

Trade Name	INCI Name	% w/w	Supplier
New Phase			
Deionized Water	Water (Aqua)	52.85%	Local
Texapon NSO BZ	Sodium Laureth Sulfate and Water	44.40%	Cognis Corp., Care Chemicals
FLEXAN® II polymer	Sodium Polystyrene Sulfonate	2.00%	Nouryon
EUXYL PE 9010	2-Phenoxyethanol (and) 3[(2-Ethylhexyl)oxyl] 1,2-propandiol	0.75%	Schülke & Mayr GmbH
Total:		100.00%	

Deeply Replenishing Moisture Mask

2908-56

Description

This Deeply Replenishing Moisture Mask is an overnight moisturizing intensive treatment that delivers a hydrating benefit with pleasing aesthetics. ElfaMoist™ AC humectant provides 30-hour deep moisturization in one application, as well as excellent aesthetics. STRUCTURE® SOLANACE rheology modifier is a starch-based ingredient that provides co-emulsification, thickening and smooth after feel, while AMAZE™ XT polymer acts as a suspending and thickening agent.

Formula

Trade Name	INCI Name	% w/w	Supplier
Phase A			
Deionized Water	Water (Aqua)	78.75%	Local
Propylene Glycol U.S.P.	Propylene Glycol	2.00%	Arco Chemical Company
STRUCTURE® SOLANACE starch	Potato Starch Modified	0.60%	Nouryon
AMAZE™ XT polymer	Dehydroxanthan Gum	0.10%	Nouryon
Phase B			
Apifil Pastilles	PEG-8 Beeswax	2.30%	Gattefosse s.a.s.
Cosmedia SP	Sodium Polyacrylate	0.75%	BASF Corporation
Capric/Caprylic Triglyceride	Capric/Caprylic Triglyceride	5.00%	Essential Ingredients
Phase C			
ElfaMoist® AC humectant	Acetamidoethoxyethanol	10.00%	Nouryon
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.50%	Schülke & Mayr GmbH
	Total:	100.00%	

Whipped Dry Shampoo Mousse

2906-91.D

Description

This cold-processable, 6% VOC formulation effectively refreshes hair without need for a shower while still offering great hair manageability, oil removal, and volume build. The formula includes hair conditioning agents CELQUAT® L-200 polymer and ARQUAD® PC SV-60 PG surfactant. Additionally, NATRASORB® HFB starch acts as a sebum absorber while also providing a clean feel to the hair and providing some volume. This product dispenses as a foam very similar in appearance to whipped cream; it also has a nice, rich feel in hand and can be worked into the hair without imparting a "wet" sensation.

SHAKE WELL BEFORE USE

Formula

Trade Name	INCI Name	% w/w	Supplier
Phase 1 - Main Solution			
CELQUAT® L-200 polymer	Polyquaternium-4	1.00%	Nouryon
Deionized Water	Water (Aqua)	80.90%	Local
Cremophor® RH 40	PEG-40 Hydrogenated Castor Oil	0.15%	BASF Corporation
Phase 2 - Additives			
Xiameter® OFX-0193 Fluid	PEG-12 Dimethicone	0.25%	Dow Corning Corp
Arquad® PC SV-60 PG surfactant (60% active)	Soytrimonium Chloride (and) Propylene Glycol	0.45%	Nouryon
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.75%	Schülke & Mayr GmbH
Phase 3 - Cetearyl/Starch Dispersion			
Ethanol Anhydrous 40-B	SD Alcohol 40-B (Alcohol Denatured)	3.00%	Pharmco-Aaper
Crodacol-CS-50	Cetearyl Alcohol	1.25%	Croda, Inc.
NATRASORB® HFB starch	Aluminum Starch Octenylsuccinate (and) Acrylates Copolymer (and) Magnesium Carbonate	6.00%	Nouryon
Magnesium Stearate NF FCC Kosher	Magnesium Stearate	0.25%	Universal Preserv-A-Chem, Inc.
Phase 4 - Propellant			
A-46	Isobutane (and) Propane	3.00%	Local
Dymel 152a	Hydrofluorocarbon 152a	3.00%	Dupont
Total:		100.00%	

Blow Dry Cream

2512-95.C

Description

This creamy, conditioning emulsion gives enhanced curl control and hair manageability during the blow drying step. BIOSTYLE™ XH polymer offers excellent volume control and anti-frizz properties, while STRUCTURE® XL rheology modifier improves emulsion stability and aesthetics. Filled with conditioning and hydrating ingredients, the Arquad® PC SV-60 PG conditioning agent provides improved wet comb properties with a smooth, silky hair feel.

Formula

Trade Name	INCI Name	% w/w	Supplier
Phase A			
Deionized Water	Water (Aqua)	83.30%	Local
STRUCTURE® XL starch	Hydroxypropyl Starch Phosphate	2.25%	Nouryon
BIOSTYLE® XH polymer (25% active)	Maltodextrin/VP Copolymer	8.00%	Nouryon
Phase B			
Promulgen D	Cetearyl Alcohol (and) Ceteareth-20	2.00%	Lubrizol Advanced Materials
Liponate IPM	Isopropyl Myristate	1.00%	Lipo Chemicals
Xiameter® PMX-200 Silicone Fluid 1000cs	Dimethicone	1.00%	Dow Corning Corp
Incroquat Behenyl TMS	Behentrimonium Methosulfate (and) Cetearyl Alcohol	0.75%	Croda, Inc.
99.5% USP Glycerin	Glycerin	0.75%	Brenntag/Textile
Phase C			
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.75%	Schülke & Mayr GmbH
Arquad® PC SV-60 PG surfactant (60% active)	Soytrimonium Chloride (and) Propylene Glycol	0.20%	Nouryon
Total:		100.00%	

Multifunctional Thermal Protection and Hair Straightening Spray

2609-86

Description

This is an easy to use, multifunctional non-aerosol spray that was developed to be used as a curl enhancer or to be used before any thermal procedure such as blow drying or flat ironing the hair. DynamX® H2O polymer promotes volume reduction with a long lasting effect in addition to protecting the hair against heat damage. Arquad® PC SV-60 PG conditioning agent is a soy-based quaternary compound that provides conditioning properties and smooth hair feel.

Formula

Trade Name	INCI Name	% w/w	Supplier
New Phase			
Deionized Water	Water (Aqua)	93.66%	Local
DynamX® H2O polymer (25% active)	Polyurethane-14 (and) AMP-Acrylates Copolymer	4.00%	Nouryon
Arquad® PC SV-60 PG surfactant (60% active)	Soytrimonium Chloride (and) Propylene Glycol	0.34%	Nouryon
Silsoft* CLX-E	Dipropylene Glycol (and) Polysilicone-29	1.00%	Momentive Performance Materials Inc.
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	1.00%	Schülke & Mayr GmbH
Total:		100.00%	

Prime Time Spritz

2860-2.C

Description

This is a lightweight, non-aerosol pump spray style primer that provides a natural style to the hair. The formula utilizes AMAZE™ SP Polymer to help build a natural volume and provide thermal protection to the hair through the heat styling process.

This pump spray can also be used as a texture spray providing invisible style definition and quicker air drying to gently secure the style.

Formula

Trade Name	INCI Name	% w/w	Supplier
Formulation			
Deionized Water	Water (Aqua)	95.30%	Local
Amaze™ SP Polymer	Sodium Polyitaconate	3.00%	AkzoNobel Surface Chemistry
Ritapan DL	Panthenol	0.10%	Rita Corporation
Citroflex® 2	Triethyl Citrate	0.10%	Vertellus Performance Materials Inc.
Euxyl® K 712	Sodium Benzoate (and) Potassium Sorbate	1.00%	Schülke & Mayr GmbH
Euxyl® K903	Benzyl alcohol (and) Benzoic acid (and) dehydroacetic acid	0.50%	Schülke & Mayr GmbH
	Total:	100.00%	

Flat Iron Style Primer

2802-29.C

Description

This is a non-aerosol thermal protection pump spray. The formulation contains AMPHOMER® polymer for superior thermal protection against the damaging effects of hot styling tools.

Formula

Trade Name	INCI Name	% w/w	Supplier
New Phase			
Deionized Water	Water (Aqua)	97.71%	Local
AMPHOMER® polymer	Octylacrylamide/Acrylates/ Butylaminoethyl Methacrylate Copolymer	1.00%	Nouryon
AMP-Ultra™ PC 2000	Aminomethyl Propanol (and) Water	0.19%	Angus Chemical
Xiameter® OFX-0193 Fluid	PEG-12 Dimethicone	0.15%	Dow Corning Corp
Xiameter® OFX-5220 Fluid	PEG/PPG-17/18 Dimethicone	0.20%	Dow Corning Corp
Euxyl® PE 9010	Phenoxyethanol (and) Ethylhexylglycerin	0.75%	Schülke & Mayr GmbH
	Total:	100.00%	

Thermal Protection Mousse

14794-87.A2

Description

The weather resistant and long lasting hold properties of Amphomer® in a creamy, luxurious mousse. This product provides curl definition, volume control, and may provide thermal protection from repeated curling iron usage. CELQUAT® L-200 polymer gives improved manageability.

Formula

Trade Name	INCI Name	% w/w	Supplier
Phase 1			
Deionized Water	Water (Aqua)	47.60%	Local
CELQUAT® SC-240C polymer	Polyquaternium-10	0.20%	Nouryon
CELQUAT® L-200 polymer	Polyquaternium-4	0.50%	Nouryon
TWEEN 20	Polysorbate 20	0.27%	Croda, Inc.
Glycerol E422 99,5% Veg.	Glycerin	0.96%	Unknown Supplier
Xiameter® OFX-0193 Fluid	PEG-12 Dimethicone	0.24%	Dow Corning Corp
D-Panthenol 75L	Panthenol (and) water	0.18%	DSM Nutritional
AMP-ULTRA™ PC 3000	Aminomethyl Propanol (and) Water	0.15%	Angus Chemical
Microcare® PEHG	Phenoxyethanol (and) Ethylhexylglycerin	0.50%	Thor
Phase 2			
Deionized Water	Water (Aqua)	37.67%	Local
AMPHOMER® polymer	Octylacrylamide/Acrylates/ Butylaminoethyl Methacrylate Copolymer	1.00%	Nouryon
AMP-ULTRA™ PC 3000	Aminomethyl Propanol (and) Water	0.22%	Angus Chemical
Propellant Phase			
AP40	Propane (and) Isobutane (and) n- Butane	10.00%	Progas GmbH & Co KG
	Total:	99.50%	

Further Product Information

AMPHOMER® Polymers

Features and Benefits

Features/Benefits

- Amphoteric
- Excellent film former
- Excellent stiffness
- High humidity resistance
- Good propellant compatibility
- Thermal protection properties

Applications

- Hairsprays
 - Aerosol
 - Non-aerosol
- Mousses
- Styling lotions
- Pomades
- Gels
- Waxes

DynamX® Polymer

Features and Benefits

Features/Benefits

- Pre-neutralized solution
- Low viscosity
- Fine, misty spray
- Fast drying/low tack
- Durable, long lasting hold
- Style memory
- Smooth, flexible feel
- Curl definition
- Frizz control
- Glossy films
- Thermal protection

Applications

- Hairsprays
 - Aerosol
 - Non-aerosol
- Mousses
- Gels
- Pomades
- Creams
- Setting lotions
- Waxes

Amaze™ SP Polymer

Features and Benefits

INCI: Sodium Polyitaconate

100% natural, bio-based hair control polymer that offers weightless invisible styling

- Excellent hair manageability
- Leaves hair looking natural with a healthy shine
- Volume boosting for fine hair
- Anti-frizz for curly hair
- Thermal protection
- Reduced dry time
- Humidity resistant style retention
- Suitable for natural certified products (non GMO)

Applications

- Lotions
- Creams
- Non-aerosol
Mousses
- Aerosol
Mousses
- Pump Sprays



Natural.

Backdeck

The top five hair gadgets of 2020

The top five hair gadgets of 2020

Whether you want to curl, smooth or wave your locks, there's a host of clever heat style

Products demoed by Michael

Dyson Corrale straightener / £399

Revamp Revamp Progloss Multi Form Curl & Waves / £59.99

ghd Helios Hairdryer / £159

Cloud Nine The O Heated Roller Set / £169

InStyler Max 2-Way Rotating Iron / £89.9

rs to whip your style into shape.