

Formulary



ROCKWOOD®

Laponite®XLG

Extreme Hold Hair Styling Gel

Laponite® XLG can be utilized as the main rheology modifier in hair styling products that are in a stiff gel form. Incorporating Laponite® XLG into formulations at 3-6% by weight imparts a very high gel strength to formulations resulting in a unique firmness, texture and feel. Laponite® XLG is also very thixotropic, enhancing application by improving spread and coverage of formulations.

Benefits of Using Laponite® XLG in Hair Styling Formulations

- Formulations will slide easily through hair
- Excellent coverage on hair surfaces improves hold
- Stiff gels can be formed
- Colorless
- Imparts antistatic properties



Phase A

Ingredient/INCI Name	% Weight	Trade Name	Supplier
Water	69.65	-	-
Sodium Magnesium Silicate	3.50	Laponite®XLG	Southern Clay Products, Inc.

Phase A. Add Laponite® XLG to water and mix for 30 minutes until a clear dispersion is formed.

Phase B

Ingredient/INCI Name	% Weight	Trade Name	Supplier
Phenoxyethanol (and) Methylparaben (and) Butylparaben (and) Ethylparaben (and) Propylparaben (and)	0.80	Uniphen P-23	Induchem
Xanthan Gum	0.30	Keltrol® T	CP Kelco

Phase B. Premix Phase B ingredients. Slowly add Phase B to Phase A while mixing. Continue mixing until the batch is uniform. Heat the batch to 80°C.

Phase C

Ingredient/INCI Name	% Weight	Trade Name	Supplier
Panthenol	0.15	Panthenol 50%	-
Ethoxydiglycol	1.50	Edicol™ 421	MMP Incorporated
Glycerin	4.00	Glycerine 99,5%	-
PEG-7 Glyceryl Cocoate	0.10	Cetiol® HE	Cognis
Sucrose	20.00	-	-

Phase C. When the batch temperature reaches 80°C, add Phase C ingredients in the order shown, mixing well after each ingredient addition until the batch is smooth and uniform before the next ingredient is added. When all ingredients in Phase C have been added, cool the batch to room temperature.



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