

MAX-LISS CEREAIS

CHEMICAL NAME: Complex for hair products

INCI name ⁽¹⁾	CAS number ⁽¹⁾	EINECS number ⁽¹⁾
Polyquaternium-10	81859-24-7 / 53568-66-4 / 54351-50-7 / 55353-19-0 / 68610-92-4 /	617-262-2 / *611-015-2 / - / - / *614-667-6 / -
Hydrolyzed Wheat Protein	94350-06-8 / 222400-28-4 / 70084-87-6 / 100209- 50-5	305-225-0 / 309-358-5
Avena Sativa Meal Extract	84012-26-0	281-672-4
Helianthus Annuus Seed Extract	84776-03-4 / 8001-21-6	232-273-9
DMDM Hydantoin	6440-58-0	229-222-8
Phenoxyethanol	122-99-6	204-589-7
Methylparaben	99-76-3	202-785-7
Propylparaben	94-13-3	202-307-7
Methylchloroisothiazolinone (and) Methylisothiazolinone	26172-55-4 / 2682-20-4	247-500-7

(1) Reference CosIng: (<http://ec.europa.eu/consumers/cosmetics/cosing/index.cfm?fuseaction=search.simple>), Europe.

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Hydrolyzed Wheat Protein	222400-28-4 / 70084-87-6 / 100209- 50-5	305-225-0
Helianthus Annuus (Sunflower) Seed	INCI Monograph ID: 18348	---
Avena Sativa (Oat) Meal Extract	84012-26-0	281-672-4
DMDM Hydantoin	6440-58-0	229-222-8
Phenoxyethanol	122-99-6	204-589-7
Methylparaben	99-76-3	202-785-7
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(2) Reference Personal Care Products Council (PCPC): (<https://incipedia.personalcarecouncil.org/winci/ingredient-custom-search/>), USA.

SPECIFICATION

Appearance (25°C)	: Opalescent and viscous liquid
Color	: Yellow to amber
Solids Content (105°C/ 1h)	: 4.0 – 6.0 %
pH 100% (25°C)	: 4.5 – 6.5 %
Moulds	: Max. 100 COL/g
Bacteria	: Max. 100 COL/g

DESCRIPTION

Complex exclusively developed to confer hydration and softness to hair strands, specially indicated to dry hairs, rebels and difficulties to comb. The **MAX-LISS CEREAIS** promotes a discipline action providing an anti-frizz action and more softness to the hair.

The **MAX-LISS CEREAIS** is a balanced and stable association of medium and high molecular weight peptides obtained from wheat, sunflower and oat extracts associated to a multifunctional polymer. These actives ingredients were specially selected due its complementary effects to obtain a broad spectrum of activities.

BENEFITS

- Smoothest and protects dry hairs, rebels, and difficulties to comb.
- Presents perfect affinity with the proteins of hair strands.
- Helps giving a disciplined effect to dry and rebels hair strands.

ACTIVE INGREDIENTS & COSMETICS ACTIVITIES

Wheat protein - Aqueous solution carefully processed to obtain a hydrolyzed protein with functional properties, perfect for the cosmetics applications.

The hydrolyzed wheat protein has composition identity with the hair strands. Its peptides are strongly absorbed when in contact with the hair protein. The affinity increase as more as the hair strands is damage. On this way, it has restoration and conditioner effects, providing softness, hydration, and protection to the hair strands.

The hair becomes protected and resistant to external aggressions (Sun, wind, cold, weather variations) and chemical treatments (dyeing, permanents, straightener etc.). With the continuous use, hair regains shines, softness, and healthy aspect, day after day.

Sunflower and Oat naturals extracts - The sunflower seed extract is rich in natural tocopherol (vitamin E) and fatty acids that help lubricate and smooth the hair strands fiber, besides protect from external aggressions. The Oat extract is rich in amino acids and sugar that hydrate and conditioners hair strands.

Multifunctional polymer - Cationic Polymer from natural origin obtained of the Hydroxyethyl cellulose, natural raw material that through chemical processes possibility its quaternization. Untangle and smooth the hair. Promotes a pleasant sensorial and an antistatic effect to the dry and rebel hairs.

APPLICATION

MAX-LISS CEREAIS is indicated for manufacturing of cosmetics products to hair treatment, such as shampoos, conditioners, hair masks and comb creams.

SUGGESTED DOSAGE

The recommended use is between 1.0 - 5.0 %.

STORAGE

MAX-LISS CEREAIS should be stored at room temperature in a covered area, protected from light in its original closed packing. It is not necessary store under refrigeration.

SHELF LIFE

Valid for twenty-four (24) months from the manufacturing date.

REFERENCES

1. CosIng, Available at: (<https://ec.europa.eu/growth/tools-databases/cosing/index.cfm?fuseaction=search.simple>). Europe.
2. Personal Care Products Council (PCPC), Committed to Safety Quality & Innovation, Available at: (<https://incipedia.personalcarecouncil.org/winci/ingredient-custom-search/>), USA.
Accessed in: February 28th, 2024.