



**PFI4953CS**  
**19/06/20**

### Silky & Smooth Hair Potion

**Description:**

“Silky & Smooth Hair Potion” is a hair care product that was developed to provide shine and softness to dry and damaged hair, without greasing it. Nordic Beauty Linum Finlandia, combined to Creanatural® Citrullus Vulgaris Seed Oil smooths the hair due to high contents of fatty acids and vitamins. Dedraflow® 5 HR increases hair volume and gently tames unruly hair.

**Key ingredients:**

- Dedraflow® 5 HR is a SVHC-free silicone substitute based on Hydrogenated Technology. It is an ultra soft volatile emollient, which provides shine and glossiness without greasing the hair.
- Creanatural® Citrullus Vulgaris Seed Oil is a natural, photostable oil that concentrates all the benefits of Kalahari Melon. It is rich in essential fatty acids and vitamin E. It repairs and smooths the skin while protecting it from premature aging. It is also ideal to give shine to the hair without greasing it.
- Nordic Beauty Linum Finlandia is a natural vegetable oil extracted from flaxseeds. It is rich in monounsaturated fatty acids, vitamins and minerals. This oil is ideal for skin care and hair care products as it provides moisturization, smoothness and protection.

Ingredient	Phase	INCI Name	Qty%	Function
Dedraflow® 5 HR	A	Hydrogenated Polyisobutene (and) Hydrogenated Polydecene	80,00%	Silicone Feel, Decreases Oily Feel
Creanatural® Citrullus Vulgaris Seed Oil		Citrullus Vulgaris Seed Oil	9,00%	Emollient, Nourishing
Nordic Beauty Linum Finlandia		Linum Usitatissimum (Linseed) Seed Oil	6,50%	Emollient, Nourishing
Prunus Domestica Seed Oil		Prunus Domestica Seed Oil	4,00%	Emollient, Nourishing
Tocopheryl Acetate		Tocopheryl Acetate	0,50%	

**Procedure**

Weigh phase A and put under stirring.

**Efficacy Testing**

2 subjects - On the hair:  
Hair volume increase of 12% after 5 minutes of application.

**ISO 16128 Indexes**

Natural Origin Content: 19,94%  
Natural Content: 19,5%

Organic Origin Content: 9%  
Organic Content: 9%

**Important**

Dedraflow® 5 HR should not be heated.