

CHT-BeauSil™ RE-AMO 919 EM

FIRST SUGAR-MODIFIED SILICONE BASED ON RECYCLED RAW MATERIALS



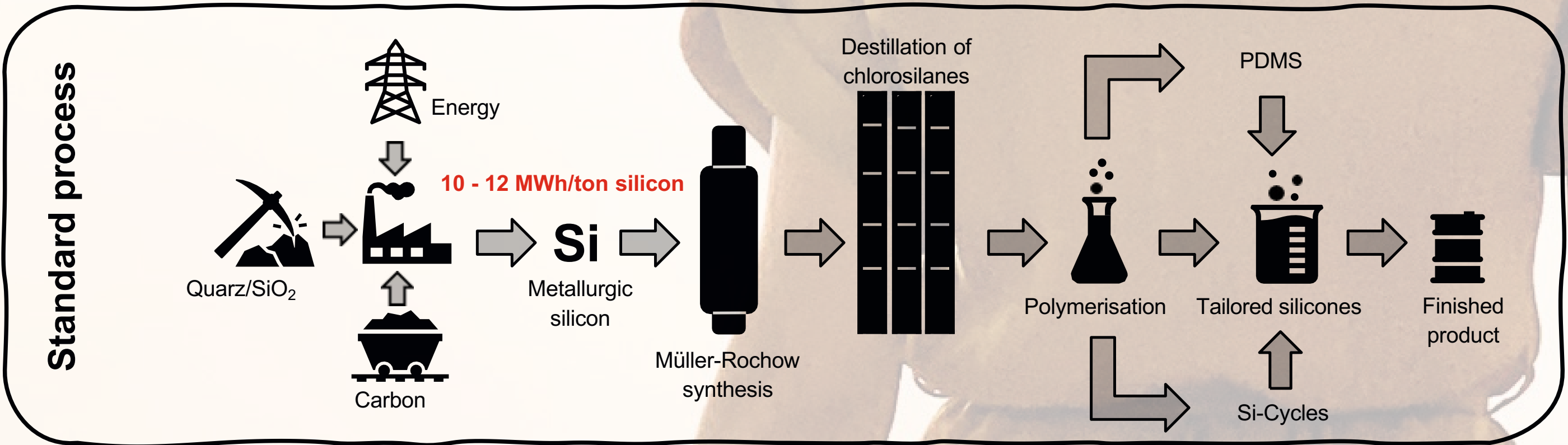
CHT-BeauSil™ RE-AMO 919 EM is an emulsion based on Gluconamido Amodimethicone polymer which is a universal ingredient for Hair Care. The emulsion can be used in various hair care applications.

CHT-BeauSil™ RE-AMO 919 EM

Type of product:	Microemulsion
INCI:	Gluconamido Amodimethicone (and) Coco glucoside
Cyclomethicone content:	D4, D5, D6 each below 0.1 %
Preservative system:	Phenoxyethanol
Recommend applications:	▶ Shampoo transparent and milky ▶ Shampoo for normal and dry hair ▶ Leave-on products and treatments
Effects:	▶ Improves combing on dry and especially on wet hair ▶ No heavy feel on dry hair ▶ Natural softness ▶ Silky shine on hair ▶ Moisturized skin feel
Natural origin content:	85 %
Sustainability factor: ¹	99 %

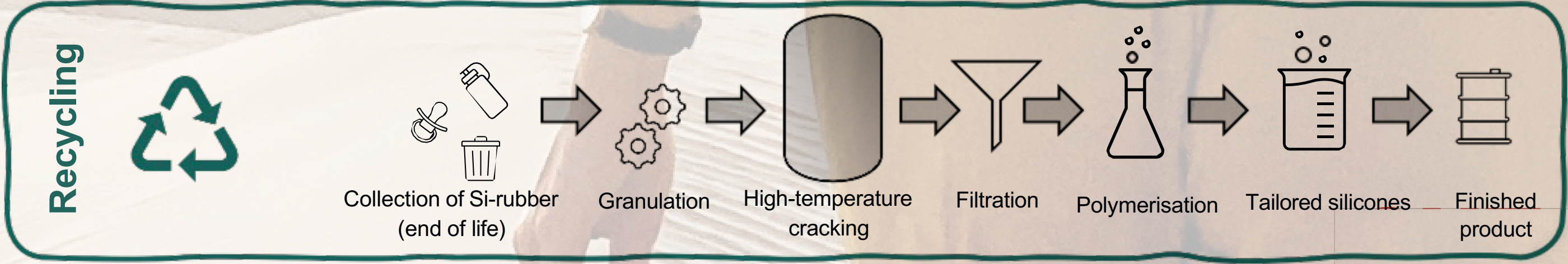
HOW NORMALLY SILICONES ARE MADE (SIMPLIFIED)

Mining of quartz/sand and chemical process into silicon as a base material. Further chemical reaction to the monomers of silicones and additional reaction into silicone for hair care.

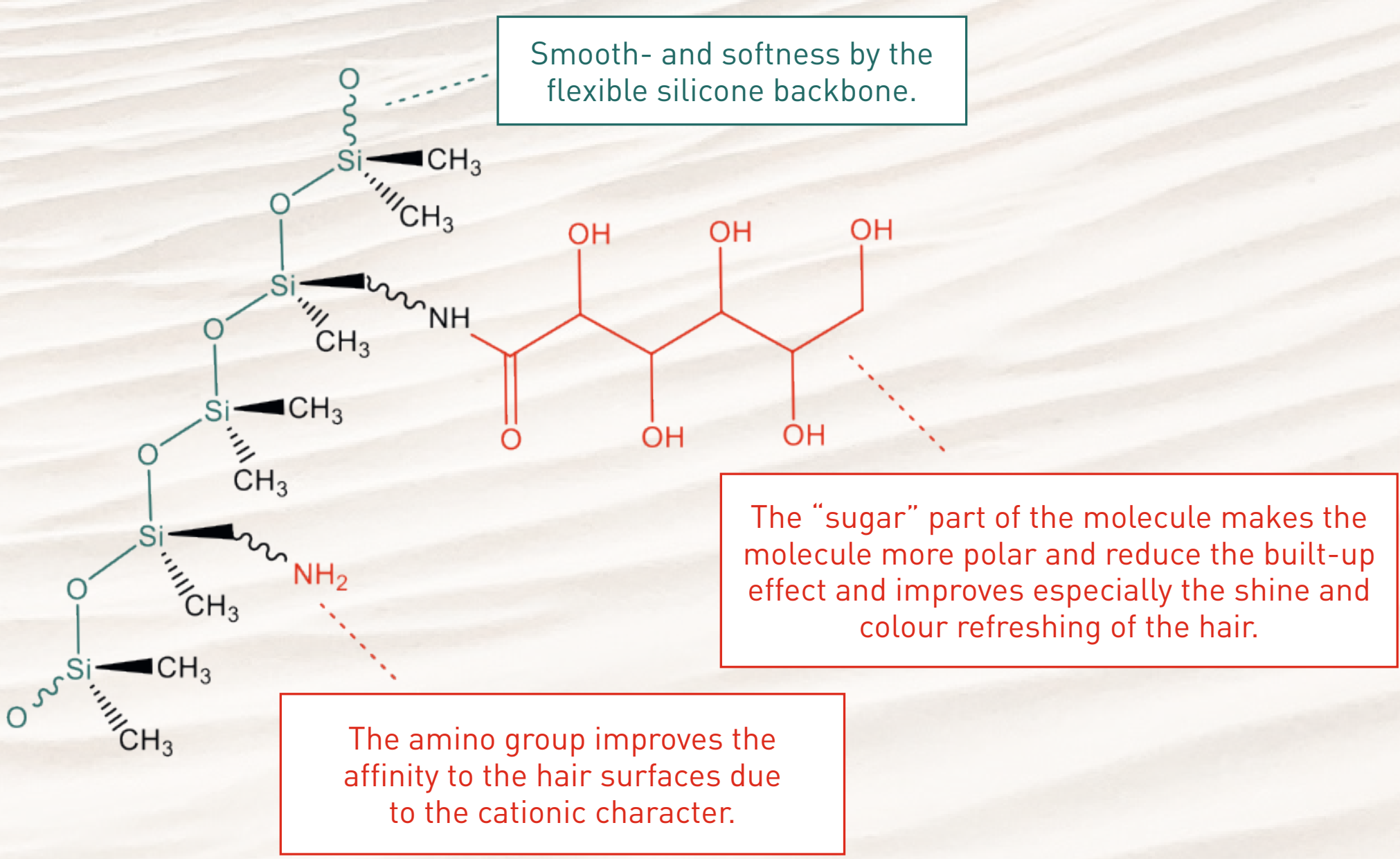


NEW SUSTAINABLE WAY TO MAKE A SILICONE OUT OF WASTE (SIMPLIFIED)

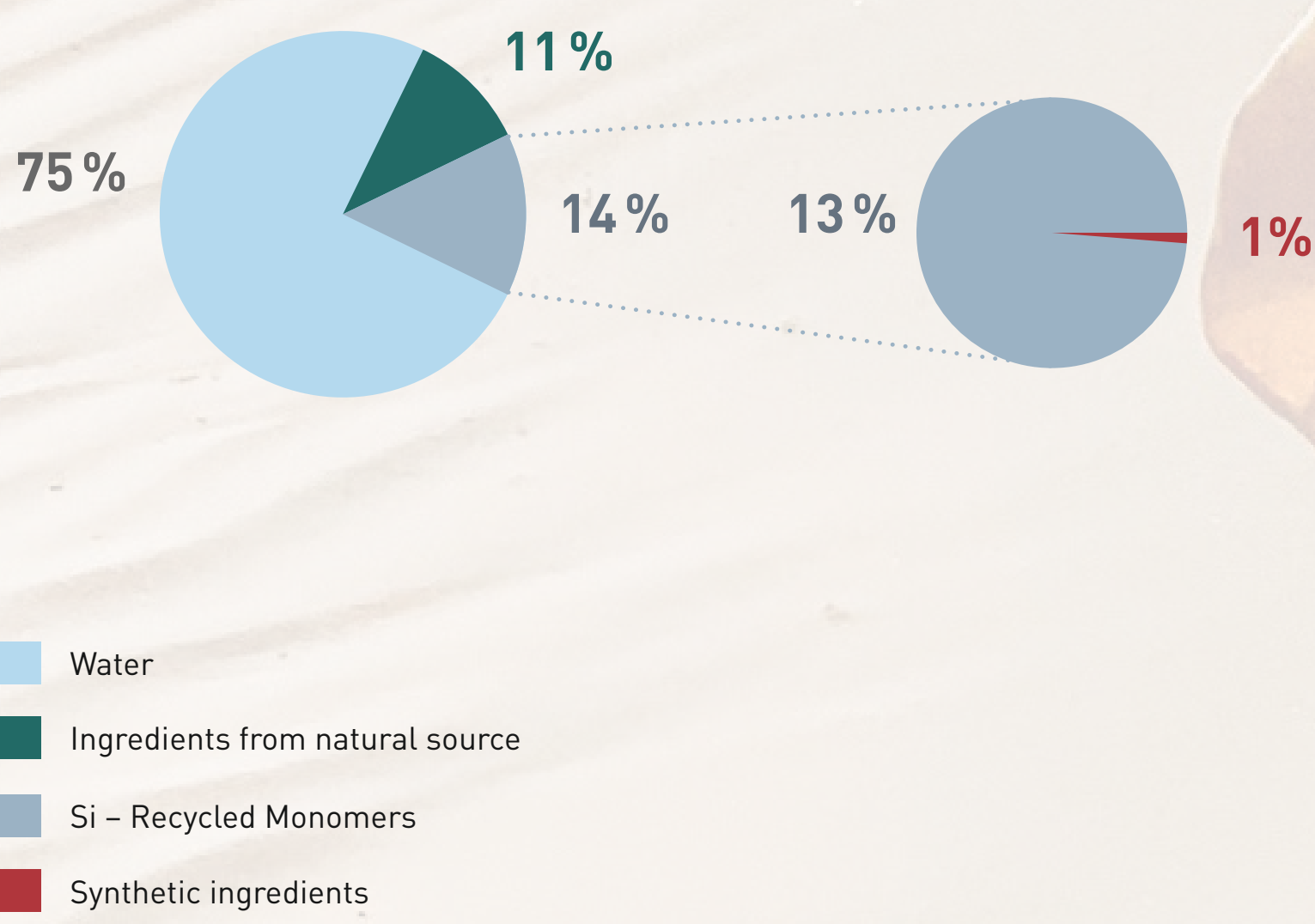
Cracking of silicone material e.g. molds, gaskets. Chemical reaction into the new silicone for Hair Care.



CHEMICAL STRUCTURE – TRIPLE FUNCTION IN ONE POLYMER

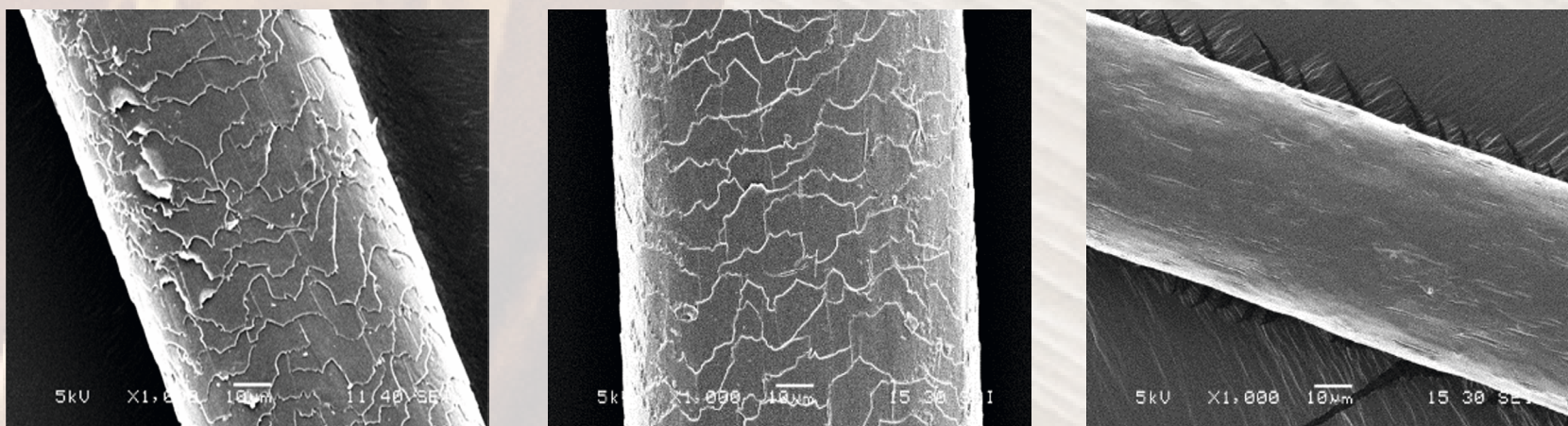


COMPOSITION



NATURAL LOOK AND SOFTNESS

SEM 1000x before and after the treatment with a shampoo containing CHT-BeauSil™ RE-AMO 919 EM compared to a shampoo with Dimethiconol.



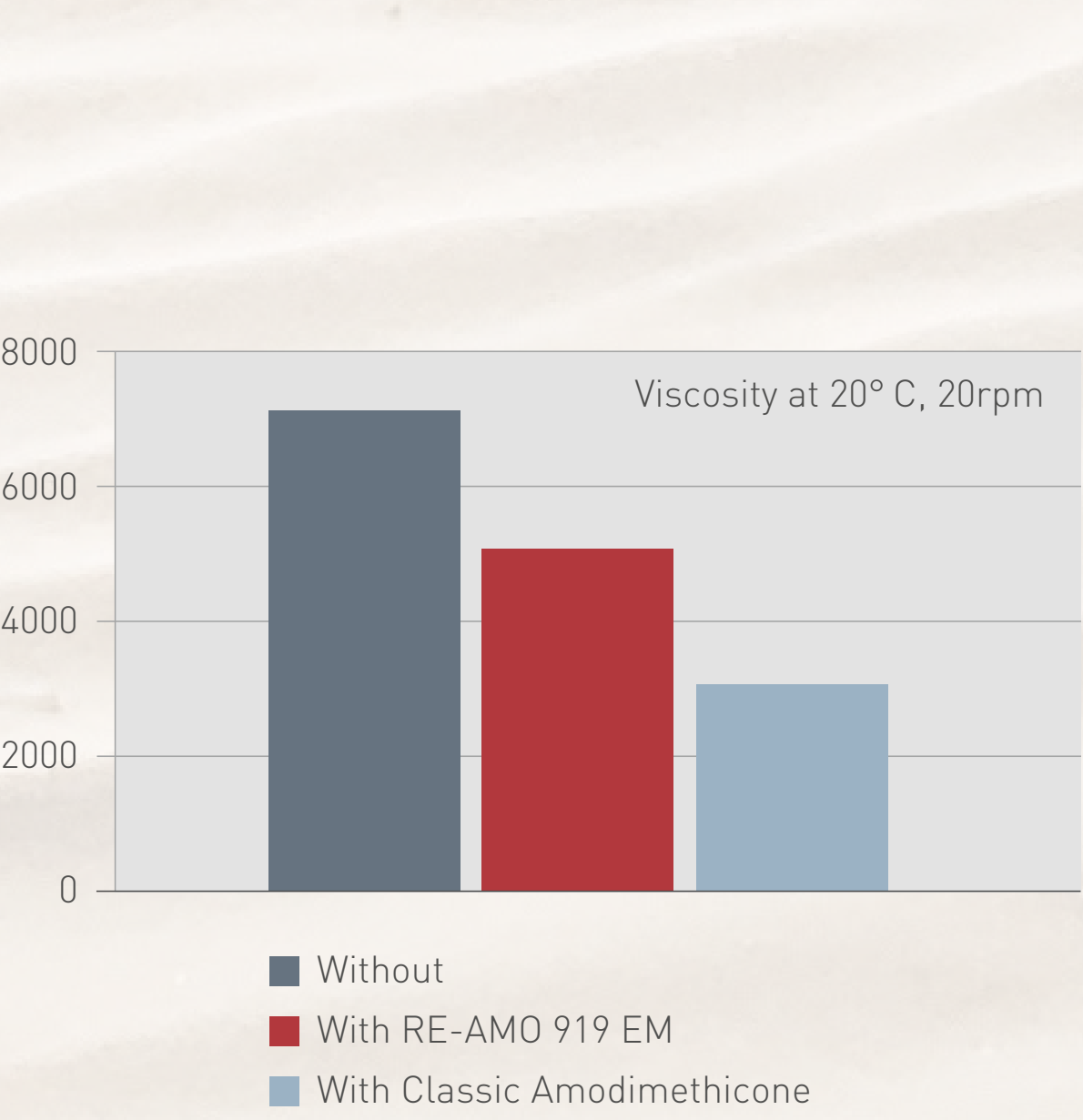
Hair before treatment shows scaly uneven structure. This structure can cause blocked hair and difficult combing as well as less shine.

Hair after the treatment shows an even and shiny structure. The CHT-BeauSil™ RE-AMO 919 EM keeps the natural structure without heaving down the hair. The result is a natural look.

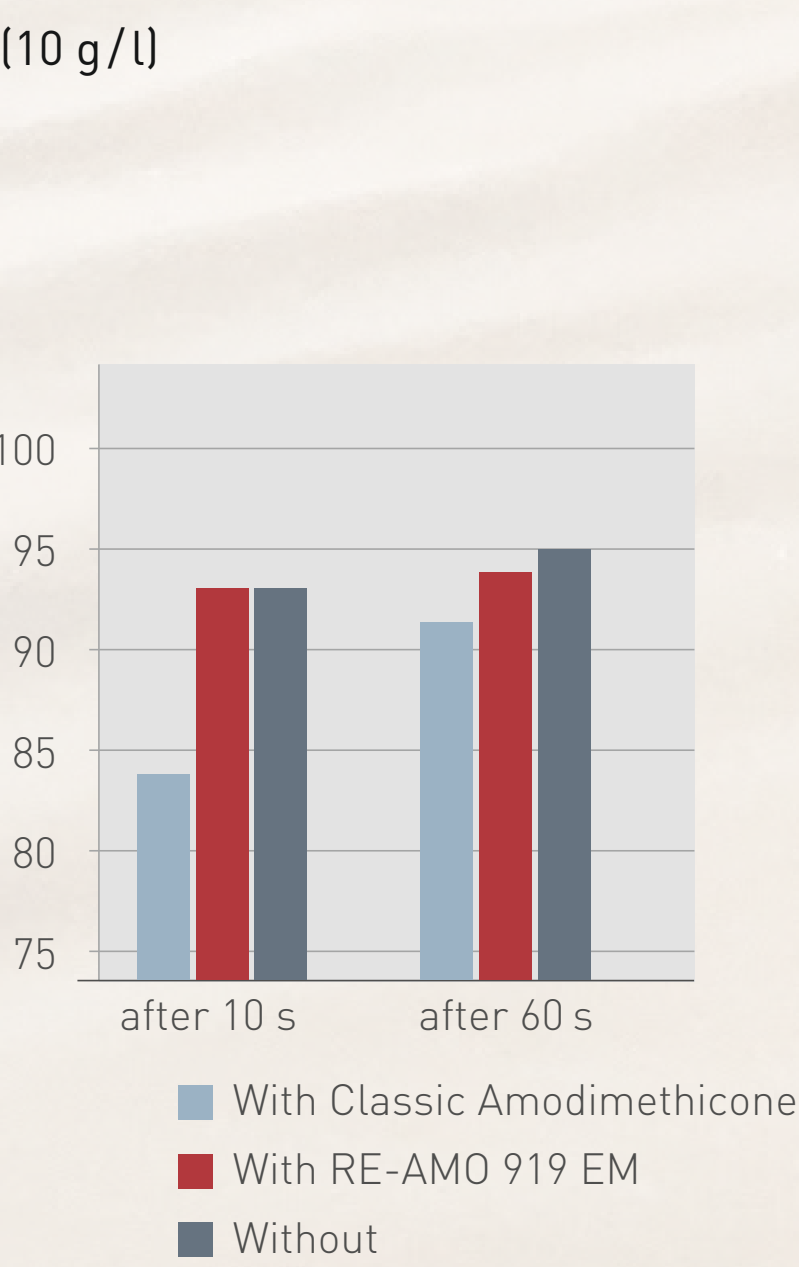
The hair surface is heavily coated which is the result of the large Dimethiconol polymer. A strong build-up with greasiness and heavy hair will occur after multiple uses.

PERFORMANCE OF CHT-BEAUSIL™ RE-AMO 919 EM*

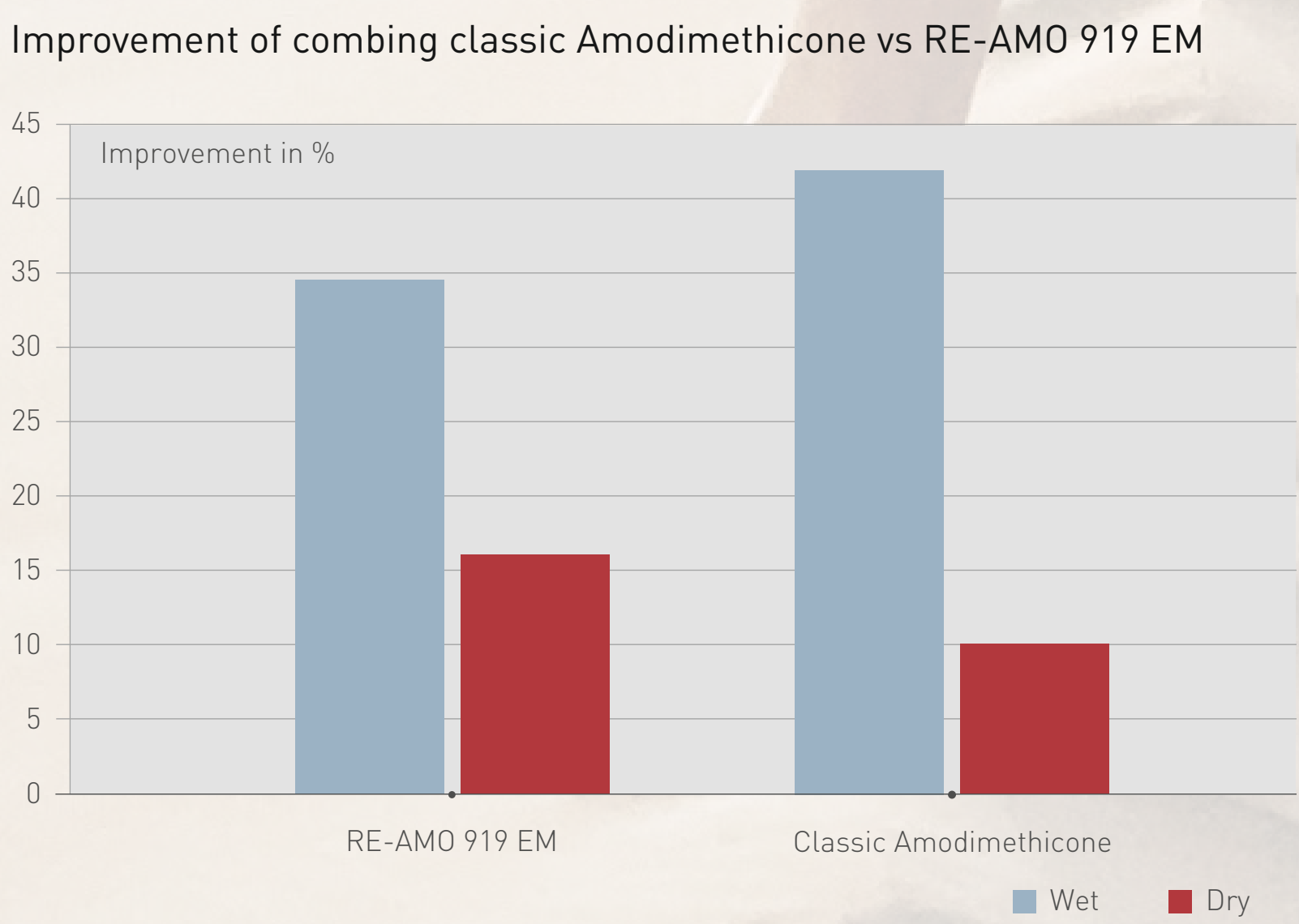
IMPACT ON VISCOSITY



FOAM VOLUME



COMBING IMPROVEMENT ON INDIAN HAIR – CHEMICAL DAMAGE



- ▶ CHT-BeauSil™ RE-AMO 919 EM is a bit weaker in the wet combing as the classic Amodimethicone, however on a good level
- ▶ CHT-BeauSil™ RE-AMO 919 EM has a better dry combing improvement as the classic Amodimethicone.

*evaluated in mild daily shampoo formulations