

## PRODUCT FORMULATION

I, the undersigned Martin Stevens, Technical Director, Potter + Moore Innovations Ltd hereby certify that the following cosmetic product is manufactured in our factory located at 1210 Lincoln Road, Werrington, Peterborough, PE4 6ND in accordance with the Good Manufacturing Practices Guidelines and complies with the Cosmetic Product (Safety) Regulations 2008 "as amended" and EC1223 - 2009

Product: Hair Design Studio Just Coconut Indulgent Shampoo  
FORMULATION **MCR13448**

INCI	CAS No.	EINECS No.	Function	%
Aqua (Water)	7732-18-5	231-791-2	Solvent	82.46600000
Sodium Laureth Sulfate	3088-31-1	221-416-0	Surfactant	7.65000000
Sodium Chloride	7647-14-5	231-598-3	Viscosity Control	3.35850000
Cocamidopropyl Betaine	61789-40-0	263-058-8	Foam booster, Surfactant	2.63250000
Glycerin	56-81-5	200-289-5	Humectant, Moisturiser	1.00000000
PEG-7 Glyceryl Cocoate	66105-29-1	None	Emulsifier, Surfactant	1.00000000
Parfum (Fragrance)	Mixture	Mixture	Fragrance	0.45000000
Sodium Benzoate	532-32-1	208-534-8	Preservative, Antimicrobial	0.40500000
Panthenol	81-13-0	201-327-3	Antistatic agent, Hair conditioning	0.18750000
Potassium Sorbate	24634-61-5	246-376-1	Preservative	0.15000000
Hydrolyzed Keratin	69430-36-0	274-001-1	Antistatic agent, Film former, Hair conditioning, Humectant	0.13950000
Glycol Cetearate	111-60-4	203-886-9	Emollient, Emulsifier, Emulsion stabiliser	0.12750000
Polyquaternium-7	26590-05-6	None	Antistatic agent, Film Former	0.11250000
Disodium EDTA	139-33-3	205-358-3	Chelating	0.10000000
Hydroxypropyl Guar Hydroxypropyltrimonium Chloride	71329-50-5	None	Antistatic agent, Hair conditioning	0.10000000
Cocos Nucifera (Coconut) Fruit Extract	8001-31-8	232-282-8	Emollient	0.06000000
Citric Acid	77-92-9	201-069-1	pH adjustment	0.01000000
Cyamopsis Tetragonoloba (Guar) Gum	9000-30-0	232-536-8	Viscosity Control, masking	0.00100000
Benzyl Benzoate	120-51-4	204-402-9	Fragrance component	0.05000000

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**MARTIN STEVENS**  
**TECHNICAL DIRECTOR**  
For and on behalf of  
**Potter+Moore Innovations Ltd**

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