

# Neosoft

Cationic Conditioning Surfactant

Does not build up  
on hair

Reduces hair static

Compatible with a wide  
range of surfactants



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## Cationic Conditioning Surfactant

Neosoft is a plant-based hair conditioning active. It is a cold-processable conditioning active for hair conditioner, conditioning shampoo and hair mask formulations. Delivered in liquid form for easy addition in the formulation.



### PHYSICO-CHEMICAL PROPERTIES

BRAND	INCI NAME	SOURCE	DOSAGE	% ACTIVE
Neosoft SD	Stearamidopropyl Dimethylamine Lactate	Palm	2 - 10 %	20% min
Neosoft CD	Cocamidopropyl Dimethylamine Lactate	Coconut	0.5 - 5 %	90% min

#### SMOOTHENS HAIR

Lessens hair static & makes hair more manageable



#### NO BUILD UP

Easy to remove with shampoo and does not build up on hair & scalp



#### EASY TO USE

Liquid at room temperature and water soluble



#### TREATS HAIR

Closes hair cuticle for more tamed hair shaft



#### FRAGRANCE-FREE

Odorless  
\*Neosoft SD only



#### NON-TACKY

Light & non-greasy. Does not weigh hair down

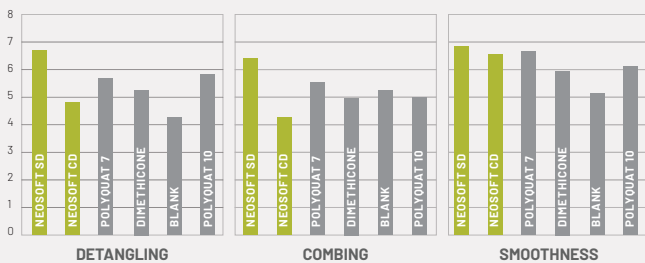
### APPLICATION BENEFITS

#### SENSORY EVALUATION

Conditioning Agent	Recommended Dose (in%)	Dosage used (Median Value)
Polyquaternium 7	2 - 5	3.5
Polyquaternium 10	0.25 - 0.5	0.375
Neosoft SD	2 - 10	6
Neosoft CD	0.5 - 5	2.75
Dimethicone	0.5 - 5	2.75

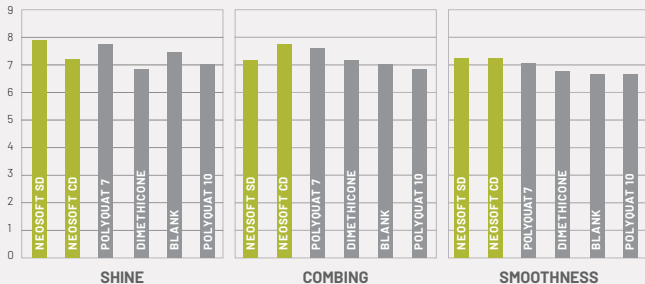
NO. OF PANELISTS: 7

#### WET HAIR PROPERTIES



For all wet hair properties, Neosoft SD has outperformed all other hair conditioning agents. Neosoft CD gave comparable results to Polyquat 7 and Neosoft SD in terms of smoothness.

#### DRY HAIR PROPERTIES

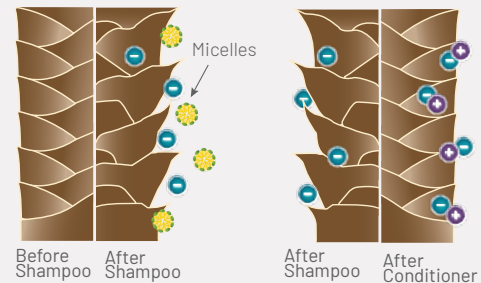


Out of all the hair conditioning agents, Neosoft SD outperformed them all when it comes to shine. The best performing conditioning agent when it comes to dry combing is Neosoft CD. Neosoft CD and Neosoft SD tied as the best in hair smoothing effect, outperforming Polyquat 7.

### MECHANISM OF ACTION

(A) Effect of anionic surfactant on hair

(B) Effect of cationic surfactant on hair



The effect of anionic and cationic surfactants on the hair cuticle.

(A) Anionic surfactants in shampoo may cause the hair cuticles to slightly open, this is due to the surplus of negative charges generating static electricity leading to frizz and friction.

(B) Cationic surfactant (Neosoft CD) releases a positive charge that neutralizes the negative charge on the hair cuticle forming a neutral, hydrophobic, cationic-anionic complex. This reduces the static electricity and relaxes the hair cuticle, making it smooth and less frizzy.

### SAMPLE FORMULATION

#### HAIR CONDITIONER

	MATERIALS	INCI NAME	%
Phase A	Deminerlized Water	Aqua	q.s
	Ion Ligand	Methylglycinediacetic Acid	0.10
	Glysoft RG	Glycerin	2.00
Phase B	Cetyl Alcohol	Cetyl Alcohol	5.00
	Glyzer CT200	Caprylic/Capric/Lauric Triglyceride	3.00
	BTAC	Behentrimonium Chloride	2.00
Phase C	CTAC	Cetrimonium Chloride	3.00
	Neosoft SD	Stearamidopropyl Dimethylamine Lactate	2.00
	Antioxidant	D-Panthenol	0.50
	Preservative	Phenoxyethanol( and ) Ethylhexylglycerin	0.80
	Vacuum Salt	Sodium Chloride	0.50

TOTAL: 100

#### PROCEDURE

**Phase A:** Load Water in a clean container. Add Ion Ligand and Glysoft RG, Heat to 65-70°C.

**Phase B:** In a separate container, combine Cetyl Alcohol, Glyzer CT200, BTAC and CTAC. Heat to 65-70°C.

Mix Phase A and Phase B

Cool down to 40-45°C.

Load Neosoft SD, Antioxidant, Preservative and Vacuum Salt.