



Style your Mood



Multiple styling formulations for multi-cultural hair for any mood.



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Afro-textured hair is known for its variety of thickness and bounce in its natural state, and is usually medium to thick or kinky-spiraled and tightly coiled. All ethnic hair requires proper care and conditioning to achieve individual personal preferences of hair length, hair manageability, and hair softness.

JEEN offers a wide variety of solutions for multi-cultural hair ranging from natural oils and butters, cleansers and conditioners, frizz control and manageability agents, silicone quats and aminofunctional silicones, to our unique patented line of Jeesperse® emulsifier bases for hair. Please contact your JEEN Representative for a review of the ingredients available for haircare.

This **Styling** guide focuses on formulations and suggestions on styling multi-cultural hair without subjecting the hair to further chemical processing, further heat damage, or further manipulations that may adversely affect the hair.

**Every formulation in this guide is pH neutral and will not exacerbate any existing damage that may already be present on the hair due to previous processing, coloring or straightening. All formulations will help style the hair without negatively impacting it.**

Flirty, Playful, Work and Play, or All Business ... a variety of formulation **textures** and viscosities delivering a variety of finished hair aesthetics and a variety of looks and moods.



**Flirty Cream** is soft and bouncy and effervescent, this formula will lightly condition and soften your hair, control frizz and flyaways without ever feeling heavy or draggy. **Flirty** gives you just enough film-formers and bounce from our **Jeenate® 2H** to lighten the mood and bring on the flirt. **Jeesperse® ICE-T® CPCS** and **Jeesilc® 94** deliver deep conditioning and softness while the **Jeecol® CS-20-D** adds body without heft.

Phase	Product	INCI Name	%	Supplier	Highlights
A	Deionized Water	Water	53.200	BotanicalsPlus	
	Chamomile Extract	Chamomilla Recutita (Matricaria) Flower Extract	4.0000		
	GLYCERIN 99.7% USP	Glycerin	1.5000	JEEN	
B	<b>JEECOL® CS-20-D</b>	<b>Ceteareth-20, Cetearyl Alcohol</b>	12.000	JEEN	<p><b>Jeecol® CS-20-D</b> is an excellent nonionic emulsifying wax widely used in cosmetics and pharmaceutical applications. It is highly stable in both acidic and base systems and is typically used to improve stability, consistency, and to build viscosity and structure.</p> <p>A Linear Polyethylene with a melt point of 58°C. Use this low melting polyethylene to add thickness/structure to your oil phase. <b>Jeenate® 2H</b> will also provide a light feel and enhanced film formation for sun care or active delivery. Small percentages can be used to enhance stability profile. A 'Cold Process Wax' version of this ingredient exists as <b>Jeesperse® CPW-2</b>. Use at 0.5 - 10%.</p>
	<b>JEENATE® 2H</b>	<b>Polyethylene</b>	2.7500	JEEN	
	<b>JEECHEM® SAS COCONUT OIL</b> Copolymer 845	<b>Glycol Stearate, Stearamide AMP Cocos Nucifera (Coconut) Oil</b> VP/Dimethylaminoethylmethacrylate Copolymer	3.5000 1.0000 4.0000	JEEN JEEN	
C	PVP-K 30% Solution	PVP	10.000	JEEN	<p>A Co-Solubilizer, use <b>Jeechem® FS-102</b> or <b>FS-103</b> to fit your water-soluble ingredients into oil, or our oil-soluble ingredients into water. Excellent for fragrance solubility, use this ingredient at a 1:1 or 2:1 ratio to the ingredient you're solubilizing.</p> <p>An engineered multi-functional skin and hair conditioner, softens skin, improves hair texture and repairs damaged hair while imparting richness and softness.</p>
	<b>JEECHEM® FS-102</b>	<b>Hexylene Glycol, PEG-25 Hydrogenated Castor Oil, PEG-40 Hydrogenated Castor Oil</b>	2.5000		
	<b>JEESILC® 94</b> <b>JEESPERSE® ICE-T® CPCS</b>	<b>Amodimethicone, Trideceth-12, Cetrimonium Chloride</b> <b>Cetearyl Alcohol, Behentrimonium Chloride, Polyquaternium-37</b>	1.5000 0.7500	JEEN JEEN	
D	<b>JEECID® PHENOXY</b>	<b>Phenoxyethanol</b>	1.0000	JEEN	<p><b>Jeecide® Phenoxy</b> is a Globally Approved Preservative for Personal Care Applications. It is a clear, colorless, oily liquid with a slight aromatic odor, it is effective against both Gram negative and Gram positive bacteria, yeast, and mold.</p> <p><b>Jeesilc® ER-1</b> is an innovative film former with great skin and hair adhesion properties, it dries quickly and provides comfortable long wear. Due to its oxidative and humidity tolerance, it is an ideal product for Suncare, Decorative/Color Cosmetics and haircare. Its comfortable long wear feel lends itself perfectly to all types of finished applications.</p>
	<b>JEESILC® ER-1</b>	<b>Polymethylsilsesquioxane, Isododecane, Dimethicone Crosspolymer-3</b>	1.0000	JEEN	
	Pine Nut Oil Neroli Bigarade Oil Lemongrass Oil	Pinus Pinea Kernel Oil Neroli Bigarade Oil Cymbopogon Citratus Leaf Oil	1.0000 0.2000 0.1000	BotanicalsPlus BotanicalsPlus BotanicalsPlus	

**Procedure:** **1** In side beaker, add Phase A ingredients. Mix with propeller mixer and heat to 60-65°C. **2** In main beaker, add Phase B ingredients mixing with propeller mixer. Heat to 60-65°C and mix until homogeneous. Slowly add Phase A to Phase B at 60-65°C and mix until homogeneous. **3** Cool down Phase AB to 40-45°C. **4** Add Phase C ingredients to Phase AB @ 40-45°C and mix until homogeneous. **5** Cool down Phase ABC to 25-30°C. **6** Add Phase D to Phase ABC. Mix until homogeneous.

**Product Specifications:**

pH: 5.49

Viscosity: RV SP-TC @ 5 rpm; 30,000 cps

Appearance/Texture: White Cream

# Playful Pomade

J38-90

**Playful Pomade** is for firm hold and styling with a good dose of shine. Results are instantaneous and dramatic. **Playful Pomade** is immediately tacky on application, but quickly and easily recedes into soft hair that will allow you to style and hold it. **Playful Pomade** offers hair protection from oxidation through **Olea HT-10**, scalp conditioning from **Jeelan® L-75** and **Jeecol® CS-30**, and a final touch of satiny softness from our proprietary process **Jeesilc® 110** (Dimethicone).

Phase	Product	INCI Name	%	Supplier	Highlights
A	COCONUT OIL	Cocos Nucifera (Coconut) Oil	10.000	BotanicalsPlus	
	PVP-K 30% Solution GLYCERIN 99.7% USP	PVP Glycerin	35.000 2.0000	JEEN	
B	Deionized Water OLEA HT-10	Water Olea Europaea (Olive) Fruit Extract, Maltodextrin	7.1500 0.5000	BotanicalsPlus	A potent Mediterranean Olive derived hydroxytyrosol to be used as anti-oxidant in the prevention of photoaging damage and as a treatment for the appearance of fine lines, spots, and hyper-pigmentation. Clinical studies show the photo protective effects of Olea-HT 10 against UV-induced erythema. Olea-HT 10 is a registered trademark of BioNap srl which is exclusively represented by BotanicalsPlus in the Personal Care Market.
C	<b>JEECOL® CS-30</b> <b>JEELAN® L-75</b>	<b>Ceteareth-30</b> <b>PEG-75 Lanolin</b>	27.000 4.5000	JEEN JEEN	
D	<b>JEECHEM® FS-102</b>	<b>Hexylene Glycol, PEG-25 Hydrogenated Castor Oil, PEG-40 Hydrogenated Castor Oil</b>	6.0000	JEEN	<b>A Co-Solubilizer, use Jeechem® FS-102 or FS-103 to fit your water-soluble ingredients into oil, or our oil-soluble ingredients into water. Excellent for fragrance solubility, use this ingredient at a 1:1 or 2:1 ratio to the ingredient your solubilizing.</b> <b>A luxurious ingredient disguised with a commodity INCI name. With our proprietary manufacturing process, Jeesilc 110 is comprised of High and Low Molecular Weight Dimethicones. These products feel more like polymers, delivering slip from the Low Molecular Weight Dimethicone and cushion from the High Molecular Weight Dimethicone. It feels tremendous on the skin yet looks generic on paper</b>
	<b>JEESILC® 110</b>	<b>Dimethicone</b>	0.5000	JEEN	
	Aquaflex XL30	Polyimide-1	4.5000	Ashland	
E	<b>JEECIDE® PHENOXY</b>	<b>Phenoxyethanol</b>	1.0000	JEEN	<b>Jeecide® Phenoxy is a Globally Approved Preservative for Personal Care Applications. It is a clear, colorless, oily liquid with a slight aromatic odor, it is effective against both Gram negative and Gram positive bacteria, yeast, and mold.</b>
	Red #40 (0.1% sol) Fragrance Vanilla Lace Yellow #5 ( 0.10% sol. ) Blue #1 0.1% Solution	Red 40 Fragrance Yellow 5 Blue 1	0.5000 0.7500 0.2000 0.4000		

**Procedure:** **1** In main beaker, add Phase A ingredients and mix until homogeneous at 75-80°C. Mix with propeller mixer. **2** In side beaker, pre-mix Phase B ingredients. Slowly add Phase B to Phase A and mix until homogeneous. **3** Add Phase C ingredients one at a time to Phase AB and mix until homogeneous. **4** Add Phase D ingredients to Phase ABC and mix until homogeneous. **5** Add Phase E ingredients with side-sweep mixing @ 25-30 RPM to Phase ABCD at 50-55°C and mix until homogeneous. **6** Pour at 50-55°C. **7** Chill till solidified.

**Product Specifications:**

**Melt Point: 50-50°C**

**Appearance/Texture: Translucent Caramel Pomade**





**All Business** is a hybrid textured cream gel for the easiest of applications and strongest hold. This cream gel is designed to be massaged into any length hair for emolliency, gloss and, most importantly, soft hold. Featuring **Jeesperse® CPW-2-PVPK-30** and **Jeesilc® ER-1**, these two ingredients deliver styling hold without feeling stiff and hard, yet the effect is an all day long hold without cracking the hair or contributing a brittle feel. **Moringa Oil** and **BP-HPT Honey Quat** add emolliency, gloss, and conditioning while the **BP-Anti-Pollution Complex**, Sage and Lemongrass Oils detoxify and strengthen the hair.

Phase	Product	INCI Name	%	Supplier	Highlights
A	Deionized Water Moringa Oil <b>JEECHEM® GL-26</b> <b>JEEPERSER® CPW-2-PVPK-30</b>	Water Moringa Oleifera Seed Oil <b>Glycereth-26</b> <b>Polyethylene, Polyvinylpyrrolidone, Sodium Polyacrylate</b>	82.340 3.5000 1.0000 5.3000	BotanicalsPlus JEEN JEEN	<b>Add Polyethylene and PVP together, directly to a water phase WITHOUT heating. Use this Linear Polyethylene to enhance film integrity, build viscosity, ensure uniformity of actives within the emulsion; the PVP will lend itself to skin tightening or hair styling, all while taking advantage of the manufacturing benefits and efficiencies associated with Jeesperse® CPW Technology: Manufacture Faster, More Consistently, while using Less Energy.</b>
	LENTISCO OIL	Pistacia Lentiscus Seed Oil	0.3500	BotanicalsPlus	
B	BP-HPT HONEY QUAT	Hydroxypropyltrimonium Honey	1.5000	BotanicalsPlus	BP-HPT Honey Quat is an all natural quaternary compound reacted with honey to remove tack and boost its effectiveness as a moisturizing agent. BP-HPT Honey Quat moisturizes and softens the skin with all the benefits of honey without the negatives of tack, stickiness, and handling. It is also used in hair care as a glossing agent, and a natural repair and conditioning agent of the hair shaft. BP-Anti-Pollution Complex is a balanced composite of mid-molecular weight hyaluronic acid, BP Quad Peptides composed of copper peptides, platinum peptides, selenium peptides, and zinc peptides, and select polysaccharide fractions of salvia officinalis (sage leaf extract), aesculus hippocastanum (horse chestnut extract), and glechoma hederacea (Ground Ivy extract).
	BP-ANTI-POLLUTION COMPLEX	Water, Sodium Hyaluronate, Salvia Officinalis (Sage) Leaf Extract, Aesculus Hippocastanum (Horse Chestnut) Seed Extract, Glechoma Hederacea Extract, Saccharomyces/Copper Ferment, Saccharomyces/Selenium Ferment, Saccharomyces/Platinum Ferment, Saccharomyces/Zinc Ferment	2.5000	BotanicalsPlus	
C	Yellow #6 ( 0.10% sol.) Red #27 ( 0.1% sol, in PG)	Yellow 6 Red 27	0.5300 0.0800		
D	Sage Oil Lemongrass Oil	Salvia Officinalis (Sage) Oil Cymbopogon Citratus Leaf Oil	0.3000 0.1000	BotanicalsPlus BotanicalsPlus	
E	<b>JEECILC® ER-1</b>	<b>Polymethylsilsequioxane, Isododecane, Dimethicone Crosspolymer-3</b>	1.5000	JEEN	<b>Jeesilc® ER-1 is an innovative film former with great skin and hair adhesion properties, it dries quickly and provides comfortable long wear. Due to its oxidative and humidity tolerance, it is an ideal product for Suncare, Decorative/Color Cosmetics and haircare. Its comfortable long wear feel lends itself perfectly to all types of finished applications. Jeecide® Phenoxy is a Globally Approved Preservative for Personal Care Applications. It is a clear, colorless, oily liquid with a slight aromatic odor, it is effective against both Gram negative and Gram positive bacteria, yeast, and mold.</b>
	<b>JEECID® PHENOXY</b>	<b>Phenoxyethanol</b>	1.0000	JEEN	

**Procedure:** **1** In main beaker, add Phase A ingredients one at a time, mixing with propeller mixer, until homogeneous. **2** Add Phase B ingredients to Phase A and mix until homogeneous. **3** Add Phase C ingredients to Phase AB and mix until homogeneous. **4** Add Phase D ingredients to Phase ABC and mix until homogeneous. **5** Add Phase E ingredients to Phase ABCD and mix until homogeneous.

**Product Specifications:**

**pH:** 6.00-6.50

**Viscosity:** RV SP-TC @ 5 rpm; 45,000 - 55,000 cps

**Appearance/Texture:** Light Peach Cream Gel

# JEEN<sup>®</sup>

International Corporation



*Please contact your JEEN Representative or visit our website at [www.JEEN.com](http://www.JEEN.com) to learn more about our products, our technologies, and how we can help you reduce your carbon footprint and produce a greener product.*

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