

# SeraShine EM 505

INCI: Amodimethicone (and) Dimethicone (and)  
Laureth-23 (and) Laureth-6

## Applications

Shampoos  
Conditioners

## Benefits

Highly substantive to hair  
Conditioning benefits  
Low yellowish

## Description

SeraShine EM 505 is a milky white co-emulsion of excellent conditioning high viscosity Dimethicone and an amino modified dimethicone polymer for enhanced deposition, colour protection and shine. The combination of these silicones offers excellent protection qualities to the hair, enhancing gloss and adding softness to the dry abraded hair cuticle, whilst the relatively large particle size and electrostatic attraction from the amodimethicone enhances deposition to condition even the most coarse hair types. KCC Beauty have a long history of excellence in the manufacture of silicone emulsions, and this product is a prime example of this pedigree coming to the fore. The recommended usage level is 2-5% depending on the conditioning effect which is required and the hair type.

## Typical Properties

Appearance	Milky white liquid
Internal Viscosity (cS at 25°C)	220,000
External Viscosity (cS at 25°C)	2,000~5,000
Silicone Content (%)	60
Particle Size (µm)	<1
Emulsifier Type	Non-Ionic
Amine contents (wt%)	0.03
CTFA / INCI Designation	Amodimethicone (and) Dimethicone (and) Laureth-23 (and) Laureth-6

## Typical Properties

The values mentioned are not intended for use in preparing specifications. We have made every effort to ensure these values are correct as of the revision date of this document.

## Method of Use

SeraShine EM 505 was developed for use in conditioning shampoos, conditioners and other hair care products. This product provides to enhance dry combing and soft feel to hair. And also it can be diluted with water, making it easy to formulate with.

## Recommended Usage Level

2 – 5 % to shampoo and intense conditioner formulations

## Packaging

20 kg and 180 kg drums.

## Storage and Shelf Life

The product should be stored below 30°C and not be allowed to freeze. Shelf life of the opened or un-opened container is 12 months from the date of manufacture. If you wish to use this product after this time, please contact us for details.

## Toxicity and Handling

Please see our SeraShine EM 505 safety data sheet for more details. Information for safe use of this product is not included in this document. Before handling please read container labels and the safety data sheet for physical, environmental and health hazard information.

## Limited Warranty Information

Although every effort has been made to ensure that the information contained within this data sheet is reliable, we cannot be held responsible for the correctness of the information or for any loss, injury or damage which may result from its use. Suggestions of uses should not be taken as inducements to infringe any particular existing patent.

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