

# SeraShine EM 301-A

INCI: Amodimethicone (and) Trideceth-12 (and)  
Cetrimonium Chloride

## Applications

Hair Conditioners  
Hair Shampoos  
Styling Aids  
Hair Colourants

## Benefits

Highly substantive to hair  
Improves wet and dry combing  
Offers colour protection  
Excellent detangling

## Description

SeraShine EM 301-A is a cationic macro emulsion of an amino functional silicone polymer. It is designed for use in a wide range of hair care formulations including shampoos, conditioners, styling aids and hair colourants. In hair care products amodimethicones give improved substantivity and deposition compared to standard dimethicone products. The benefits of using SeraShine EM 301-A include ease of combing, a silky sheen and a soft feel. It is compatible with cationic surfactants and can be easily diluted by the simple addition of water. The recommended usage level is 1-5% depending on the application.

## Typical Properties

Appearance	Milky White Liquid
Internal Viscosity (cS at 25°C)	5,000
External Viscosity (cS at 25°C)	50
Silicone Content (%)	35
Particle Size (µm)	<0.3
Emulsifier Type	Cationic
Amine contents (wt%)	0.07
CTFA / INCI Designation	Amodimethicone (and) Trideceth-12 (and) Cetrimonium Chloride

## 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 301-A should be added at the end of the process at temperatures below 30°C and with continuous low-shear mixing. SeraShine EM 301-A was developed for use in conditioning shampoos, conditioners and other hair care products. The cationic polymer present in the emulsion enables enhanced deposition of the silicone and additional conditioning benefits such as softness and combability. Due to this, care must be taken to avoid over-conditioning effects if formulating SeraShine EM 301-A with other conditioning agents.

## Recommended Usage Level

1 – 5 % depending on the application.

## Packaging

20 kg and 100 kg and 180 kg and 950 kg drums.

## Storage and Shelf Life

The product should be stored below 35°C and not be allowed to freeze. Shelf life of the opened or un-opened container is 18 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 301-A 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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