

# Goji Berry Cleanser

A gentle, sulphate-free cleanser

ALCHEMY  
ingredients

## Ingredients

Phase	Trade Name	INCI name	% w/w	Supplier
A	Clearthix® S	Cellulose Gum, Algin	1.50	Alchemy Ingredients
A	Water	Aqua	76.74	
B	TEGO®Betaine F 50	Cocamidopropyl Betaine	20.0	
C	Goji Berry Extract	Glycerine, Lycium Barbarum Extract	0.50	
C	Euxyl PE 9010	Phenoxyethanol, Ethylhexylglycerin	1.00	Schülke & Mayr
C	Berry Boost Fragrance	Parfum	0.10	Sozio
C	FD&C Red 4, 1%	CI 14700	0.13	
C	FD&C Red 33, 1%	CI 17200	0.03	

Formulation Code: 048-13-00-00/1

## Method

- Disperse phase A using a homogeniser at room temperature.
- Add phase B and mix well.
- Add phase C and mix well.

## Characteristics

### Stability

Stable for 3 weeks at 50°C and 3 months at 40°C

### Appearance

Transparent red gel

### PH

5-7

### Viscosity

Spindle 03 @ 10 RPM 5000-8000 cp (Model: Brookfield DV-E.  
Sample temperature: 20°C (±5 °C). Fill size: 100g)

✓ PEG free

✓ Natural Origin

✓ COSMOS

✓ Vegan

## Ingredient Benefits

### Clearthix® S

- COSMOS Approved.
- Transparent general thickener for use on its own or in emulsions.
- Cost effective due to low use level required.
- Creates smooth, non-sticky textures.
- Can be hot or cold processed.
- Stable to pH, heat, alcohol and electrolytes; it requires no neutralisation and is easily dispersed in water.
- It has a particular synergy with low levels of Hyaluronic acid, giving it a shear thinning rich texture.
- Can be used as a substitute for synthetic polymer based thickeners.

## Adapt the Formula

- Change the colour of the product or remove colour
- Add different surfactants to change the foam
- Add different fragrance
- Could reposition as a bath foam or shower gel

The formulation above is intended for information purposes only based on the best of our knowledge. It is the responsibility of the customer to undertake the appropriate testing to determine the suitability of the product for their intended use.