



**ProShine®**

## Hair formulations for shine and color enhancement

Solid shampoo and conditioner,  
hydrating serum, and finisher



**CHEMYUNION**  
Inspiring Innovation



# Solutions for everyday use

Shine is directly associated with the perception of beautiful, healthy hair. Shampoos and treatments command 62% of the product formulations launched for this purpose, reinforcing their relevance to the final consumer, from basic cleaning to intensive hair care.

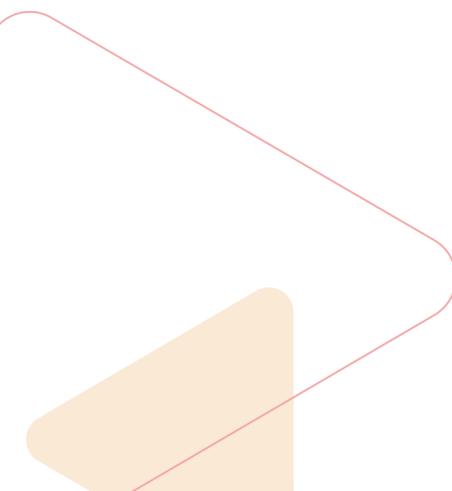
This is your opportunity to provide your customers with environmentally friendly formulations, that provide an outstanding sensory experience and high performance. **ProShine**<sup>®</sup> is a 100% biodegradable, plant-based active ingredient designed within the precepts of Green Chemistry. It provides intense shine and color enhancement for dyed, bleached, and natural hair.

We have developed a formulation e-book that covers a complete hair care line of products.

The book's goal is to simplify and optimize a formulators' daily life, with tested and ready-for-development solutions, as well as provide insights for their creations.

Do you want to know all the benefits of **ProShine**<sup>®</sup>?  
Learn them by downloading and reading our literature.

[DOWNLOAD NOW](#)





# Go Shine Shampoo CASH015A21

**Description:** stick shampoo with rich, smooth, and creamy foam, thanks to **Chemys soap S 3R** combined with **Sensactive Mild**. Its formula also contains **ProShine®**, which confers intense shine and enhances the color of hair.

**Directions:** apply to wet hair and massage the scalp, then rinse. Repeat the process if necessary.

## Physical and Chemical Characteristics

Appearance	pH	Viscosity
Yellowish solid	N/A	N/A

Phase	Composition	INCI	% (w/w)	Function
A	Vegetable Glycerin	Glycerin	25.00	Moistener
	Ethyl Alcohol	Ethyl Alcohol	5.0	Solvent
C	<b>Chemyoap S 3R</b>	<b>Sodium Astrocaryum Murumurate</b>	<b>qsp 100.00</b>	<b>Emulsifier</b>
C	<b>ProShine®</b>	<b>Castor Oil Propanediol Esters</b>	<b>1.00</b>	<b>Active</b>
	<b>Sensactive Mild</b>	<b>Water (and) Cocamidopropyl Betaine (and) Disodium Laureth Sulfosuccinate (and) Lauryl Glucoside (and) Sodium Lauroyl Sarcosinate (and) Polyquaternium-7</b>	<b>1.00</b>	<b>Active</b>
	<b>Hebeato!® Plus</b>	<b>Xylityl Sesquicaprylate</b>	<b>0.50</b>	<b>Antimicrobial</b>
	Fragrance	Parfum / Fragrance	0.50	Perfume

### Case:

- Heat the ingredients of phase A at 70-75 °C
- Keep warm. Slowly add phase B ingredient
- When reaching 50 °C, add phase B

### Chemyunion Ingredients

**Sensactive Mild:** synergistic blend of sulfate-free and silicone-free mild surfactants, easy to apply in the development of shampoo for baby and child hair and shampoos with the sulfate-free claim.

**Chemyoap S 3R:** saponified vegetable triglycerides that act as a mild surfactant while ensuring a rich, creamy foam. Moisturizes the skin and maintains the skin barrier, which is an advantage compared to common surfactants. Improves physical characteristics of bar soaps.

**ProShine®:** 100% plant-based esters, with a high refractive index, which activate the intense shine of the hair when interacting with hair fiber proteins. Designed within the precepts of Green Chemistry, ensuring high performance of shine and color enhancement in all types of hair.

**Hebeatol® Plus:** functional xylitol ester with antimicrobial property. Helps to reduce or eliminate controversial preservatives. Has skin restoration properties. Compatible with polymeric systems. Perfect for hair and skin formulas.

Information contained herein is based on data that we believe to be reliable.  
We recommend that any application be extensively tested so that you can independently conclude about the satisfactory performance of our products before commercializing them. Suggestions for use should not be construed as inducing the infringement of any particular patent.



# Dr. Shine Ampoule Treatment

CAE014A21

**Description:** high conditioning ampoule with excellent sensorial, thanks to **Hidragloss Quat C22**. its formula also contains **ProShine®**, which enhances shine and the color of hair.

**Directions:** apply to wet hair after shampooing and massage the scalp, then rinse.

## Physical and Chemical Characteristics

Appearance	pH	Viscosity
White cream	3.5 - 4.5	N/A

Phase	Composition	INCI	% (w/w)	Function
A	Sensoveil Soft	Ethyl Linoleate (and) Ethyl Oleate (and) Crambe Abyssinica Seed Oil (and) Helianthus Annuus (Sunflower) Seed Oil (and) Persea Gratissima (avocado) Oil	2.00	Active
	Hidragloss Quat C22	Cetearyl Alcohol (and) Behentrimonium Chloride (and) Astrocaryum Murumuru Seed Butter	5.00	Emulsifier
	Cetyl Alcohol	Cetyl Alcohol	0,75	Emulsifier
	Cetostearyl Alcohol	Cetearyl Alcohol	1.00	Emulsifier
	Stearamidopropyl Dimethylamine	Stearamidopropyl Dimethylamine	0,80	Antistatic
B	Deionized Water	Water / Aqua	79.55	Solvent
	Lactic Acid Sol 85%	Lactic acid	0,60	Neutralizer
	Glycerin	Glycerin	2.00	Moistener
	Cetrimonium Chloride	Cetrimonium Chloride	1.00	Antistatic
C	Hebeato <sup>®</sup> Plus	Xylityl Sesquicaprylate	0.50	Antimicrobial
	ProShine <sup>®</sup>	Castor Oil Propanediol Esters	1.00	Active
	Cerealmilk Premium SP	Hydrolyzed Wheat Protein (and) Avena Sativa (Oat) Kernel Protein (and) Prunus Amygdalus Dulcis (Sweet Almond) Protein (and) Sodium Stearate (and) Sodium Chloride	1.00	Active
	Fragrance	Parfum / Fragrance	0.50	Perfume

### Case:

- Heat phases A and B separately at 80-85 °C
- Add phase B over phase A. Emulsify
- Start cooling under agitation
- Around 40 °C, add the phase C components, homogenizing after each addition

## Chemyunion Ingredients

**Hidragloss Quat C22:** multifunctional cationic emulsifier with conditioning and nutrition properties. Delivers excellent shine and softness to the hair.

**Sensoveil Soft:** plant-based product that acts as a lipid replenisher, forming a biofilm in the hair fiber through intermolecular attraction forces.

**ProShine®:** 100% plant-based esters, with a high refractive index, which activate the intense shine of the hair when interacting with hair fiber proteins. Designed within the precepts of Green Chemistry, ensuring high performance of shine and color enhancement in all types of hair.

**Hebeatol® Plus:** functional xylitol ester with antimicrobial property. Helps to reduce or eliminate controversial preservatives. Has skin restoration properties. Compatible with polymeric systems. Perfect for hair and skin formulas.

**Cerealmilk Premium SP:** lipoproteins from oats, wheat and almonds, mimetic to cell membranes. It has renewing properties that soothe the skin and high affinity for hair fibers. Coats, moisturizes and nourishes.





# Go Shine Conditioner

CAC015B21

**Description:** stick conditioner with excellent sensorial, thanks to **Hidragloss Quat C22**. its formula also contains **ProShine®**, which confers intense shine and enhances the color of hair.

**Directions:** apply to wet hair after shampooing and massage the scalp, then rinse.

## Physical and Chemical Characteristics

Appearance	pH	Viscosity
Yellowish solid	N/A	N/A

Phase	Composition	INCI	% (w/w)	Function
A	Unibase Karité	Vegetable Oil (and) Butyrospermum Parkii (Shea) Butter	15.00	Active
	Hidragloss Quat C22	Cetearyl Alcohol (and) Behentrimonium Chloride (and) Astrocaryum Murumuru Seed Butter	65.00	Emulsifier
	ProShine®	Castor Oil Propanediol Esters	1.00	Active
	Cetyl Alcohol	Cetyl Alcohol	1.00	Emulsifier
	Kahlwax 6607L - Sunflower Seed Wax	Helianthus Annuus Seed Cera, Ascorbyl Palmitate , Tocopherol	3.00	Structuring
	Vitamin E	Tocopherol Acetate	0.50	Anti-oxidant
	Sensactive APG-LG	Lauryl Glucoside	3.00	Surfactant
	Emolid CC	Coco-Caprylate (and) Caprate	7.50	Emollient
	Cetostearyl alcohol	Cetearyl Alcohol	3.00	Emulsifier
B	Hebeato!® Plus	Xylityl Sesquicaprylate	0.50	Antimicrobial
	Fragrance	Parfum / Fragrance	0.50	Perfume

### Case:

- Heat the ingredients of phase A at 80- 85 °C
- Around 50 °C, add the phase B components, homogenizing after each addition

### Chemunion Ingredients

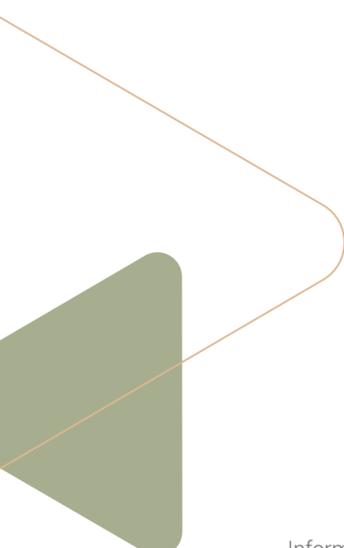
**Unibase Karite:** plant-based emollient that hydrates and nourishes, providing softness to skin and hair.

**Hidragloss Quat C22:** multifunctional cationic emulsifier with conditioning and nutrition properties. Delivers excellent shine and softness to the hair.

**Sensactive APG-LG:** non-ionic surfactant of the polyglycoside family; easy to formulate, soluble and stable in liquid formulations, with a high level of electrolytes. Very gentle and easily biodegradable.

**ProShine®:** 100% plant-based esters, with a high refractive index, which activate the intense shine of the hair when interacting with hair fiber proteins. Designed within the precepts of Green Chemistry, ensuring high performance of shine and color enhancement in all types of hair.

**Hebeatol® Plus:** functional xylitol ester with antimicrobial property. Helps to reduce or eliminate controversial preservatives. Has skin restoration properties. Compatible with polymeric systems. Perfect for hair and skin formulas..



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# Extraordinary Shine

CLV021A21

**Descrição:** finishing product rich in omegas 3, 6, 7, and 9 (essential fatty acids) thanks to **Omega Plus** in synergy with **ProShine®**, an active ingredient inspired by green chemistry to enhance hair shine and color.

**Directions:** apply a small amount to dry hair to finish it.

## Physical and Chemical Characteristics

Appearance	pH	Viscosity
White fluid serum	3.5 - 4.5	N/A

Phase	Composition	INCI	% (w/w)	Function
A	Hidragloss Quat C22	Cetearyl Alcohol (and) Behentrimonium Chloride (and) Astrocaryum Murumuru Seed Butter	4.00	Emulsifier
	Cetyl Alcohol	Cetyl Alcohol	0.50	Emulsifier
	Cetostearyl alcohol	Cetearyl Alcohol	1.00	Emulsifier
	Polysorbate 20	Polysorbate 20	1.00	Surfactant
B	Deionized water	Water / Aqua	qs 100.00	Solvent
	Citric acid	Citric Acid	qs	pH adjustment
	Glycerin	Glycerin	2.00	Moistener
	Cetrimonium Chloride	Cetrimonium Chloride	1.00	Antistatic
	<b>Hebeatol® Plus</b>	<b>Xylityl Sesquicaprylate</b>	<b>0.50</b>	<b>Antimicrobial</b>
C	<b>Omega Plus</b>	<b>Helianthus Annuus (Sunflower) Seed Oil (and) Zea Mays (Corn) Oil (and) Sesamum Indicum (Sesame) Seed Oil (and) Macadamia Integrifolia Seed Oil</b>	<b>1.00</b>	<b>Active</b>
	<b>ProShine</b>	<b>Castor Oil Propanediol Esters</b>	<b>1.00</b>	<b>Active</b>
	Fragrance	Parfum / Fragrance	0.50	Perfume

### Case:

- Heat phases A and B separately at 80-85 °C
- Add phase B over phase A. Emulsify
- Start cooling under agitation
- Around 40 °C, add the phase C components, homogenizing after each addition

## Ingredientes Chemyunion

**Hidragloss Quat C22:** multifunctional cationic emulsifier with conditioning and nutrition properties. Delivers excellent shine and softness to the hair.

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**ProShine®:** 100% plant-based esters, with a high refractive index, which activate the intense shine of the hair when interacting with hair fiber proteins. Designed within the precepts of Green Chemistry, ensuring high performance of shine and color enhancement in all types of hair.

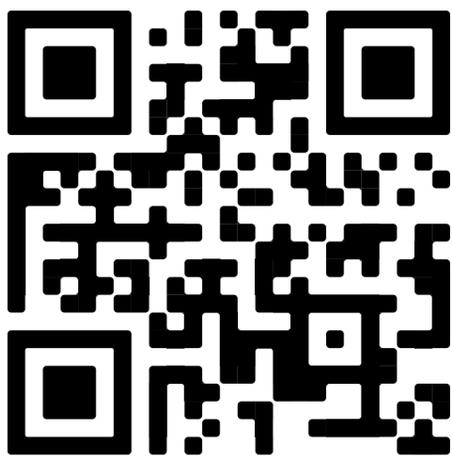
**Omega Plus:** synergistic combination of vegetable oils rich in omegas 3, 6, 7 and 9 (essential fatty acids) that guarantee softness and restructure the skin barrier. It has rejuvenating properties, reducing wrinkles and fine lines.



# Did you like the formulations?

Get inspired for your next hair care formulations.

Scan the QR Code below and order your **ProShine**<sup>®</sup> sample now!





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