

PRODUCT FOCUS: SOFTISAN® conditionHair

INCI:

PCA Glyceryl Oleate



A recent article in [COSSMA](#) discusses the natural haircare segment and notes it has not enjoyed the same growth or widespread acceptance by consumers as other natural product categories.

Negative consumer perception, a limited product range and lackluster product performance have all contributed to slow growth in this market. ([link to article which lives on the website in PDF](#))

Warner Graham Company is proud to offer Softisan® conditionHair a 100% natural ingredient delivering improved performance in natural hair care products.

Why are we so excited?

This ingredient provides formulators with a 100% vegetable derived, palm-free product shown to have high substantivity to hair and skin. Because PCA Glyceryl Oleate is a positively charged molecule, it effectively aids deposition of care ingredients on the hair, and it improves both wet and dry combing. Softisan® conditionHair when used in conjunction with caring oils (like Miglyol® Coco 810 silicone replacement) produces a true conditioning effect from a natural shampoo. ([link to formula #744](#))

IOI Oleochemicals has conducted extensive product testing using different shampoo lab formulas with Softisan® conditionHair and a branded natural shampoo. In a home use test the formula incorporating Softisan® conditionHair was favoured over the branded shampoo for rinseability, combability, and overall acceptance. In a professional hairdresser's evaluation, the shampoo with Softisan® conditionHair improved the sensorial profile of normal and even of damaged hair – comparable to the performance of conventional products.

As natural product consumers ourselves, we're excited by the prospect of improved formulas able to deliver on the promise of "hair care".

[Link to information/ sample request.](#)



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