

Esaflor® STYLE

Bio-based styling solution

In response to today's growing demand for conscious beauty, haircare has entered a new era where ingredient transparency, eco-friendly formulations, and sustainable sourcing have become essential. Consumers are no longer satisfied with just performance.

Esaflor® STYLE is a bio-based polymer, specifically designed to target these novel hair styling formulation concepts. It delivers long-lasting hold and superior hair texture with natural radiance.



Renewable
source

ISO16128-2
Natural
Origin
Index > 0.85

Durable hold

Lightweight
styling

Defined
waves and
bouncy curls

Summary of benefits

Balancing performance with purpose, Esaflor® STYLE is an excellent partner for eco-conscious hairstyle concepts, ensuring:

- Natural origin index > 0.85 (ISO 16128)
- Lightweight styling
- Durable hold
- Defined waves and bouncy curls
- Volumising and conditioning effect
- Humidity resistance
- Heat protection
- Enhances foam properties, ideal for mousses

Applications

Esaflor® STYLE is extremely versatile, being suited for all hairstyle product textures:

- gels
- waxes
- creams and lotions
- pomades and pastes
- mousses
- non-aerosol hairsprays

INCI name: Guar
Hydroxypropyltrimonium
Chloride

Eco-sustainability: every drop counts

Esaflor® STYLE is a guar gum derivative. Natural guar gum is extracted from the inner part of *Cyamopsis tetragonoloba* (guar) seeds. The guar plant itself is an abundant, renewable, annual legume that requires very little rainwater.



Natural look gel – LAMCOS 262

Phase	Ingredient name	% w/w
A1	Aqua (Water)	To 100
A2	Ethanol	5.0
A3	Sorbitol (70% a.m.)	2.5
A4	ESAFLOR® 4W Hydroxypropyl Guar	1.0
A5	ESAFLOR® STYLE Guar Hydroxypropyltrimonium Chloride	1.0
A6	Citric Acid, 20% soln.	To pH ~5.5
B1	Parfum (Fragrance)	0.5
B2	ALPICARE NS PEG-40 Hydrogenated Castor Oil (and) Trideceth-9 (and) Water	1.0
C1	Preservatives	q.s.
C2	Citric Acid, 20% soln.	To pH 4-5

General Characteristics:

Appearance: viscous liquid

pH: ~ 5.0

Viscosity (Brookfield RVT+ Helipath, 10 rpm, 25°C): ~ 10000 mPa.s

Aqua wax – LAMCOS 264

Phase	Ingredient name	% w/w
A1	STEROL LG/492 PEG-7 Glyceryl Cocoate	10.0
A2	Isopropyl Myristate	4.0
A3	Cetareth-30	20.0
B1	Aqua (Water)	To 100
B2	Sorbitol (70% a.m.)	2.0
B3	Propylene Glycol	4.0
B4	Glycerin	2.0
B5	ESAFLOR® STYLE Guar Hydroxypropyltrimonium Chloride	2.0
B6	Citric Acid, 20% soln.	To pH ~5.5
C1	Preservatives	q.s.
C2	Parfum (Fragrance)	q.s.
C3	Sodium Hydroxide, 20% soln.	To pH ~7

General Characteristics:

Appearance: viscous traslucid paste

pH: ~ 7

Curl leave-in cream – LAMCOS 263

Phase	Ingredient name	% w/w
A1	Aqua (Water)	To 100
A2	Trisodium Ethylenediamine Disuccinate	0.05
A3	Glycerin	2.0
A4	ESAFLOR® HM 22 C18-C22 Hydroxyalkyl Hydroxypropyl Guar	0.3
A5	ESAFLOR® STYLE Guar Hydroxypropyltrimonium chloride	1.0
A6	Citric Acid, 20% soln.	To pH ~ 5.5
A7	Cetrimonium Chloride (25% a.m.)	3.2
B1	Cetearyl alcohol	4.0
C1	Parfum (Fragrance)	q.s.
C2	Preservatives	q.s.
C3	Citric Acid, 20% soln.	To pH 4-5

General Characteristics:

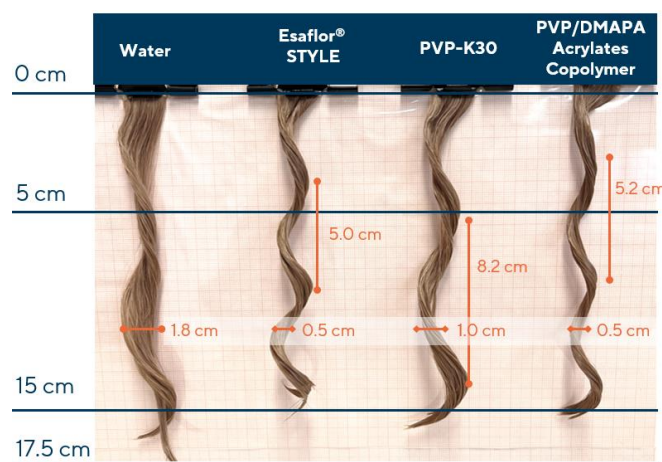
Appearance: thick emulsion

pH: ~ 4.5

Viscosity (Brookfield RVT+ Helipath, 10 rpm, 25°C): 20000 mPa.s

Curl retention performance

Simulated rain shower test



Esafloor® STYLE delivers superior rain shower resistance, in terms of curls definition and hold.

The performance was assessed vs benchmark synthetic styling polymers, at same concentration. Hair tresses were treated with polymer solutions, then curled and dried in controlled conditions, mounted and sprayed with de-ionized water. Curl retention and hold were then measured.

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