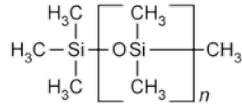




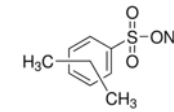
**Water**  
Universal solvent



**Dimethicone**  
Silicon-based polymer that makes your hair shiny and slippery.



**Magnesium carbonate**  
E504. It's also known as chalk—the same stuff that gymnasts put on their hands.



**Sodium xylenesulfonate**  
A hydrotrope. Similar to a surfactant, it stabilises the oils in a water-based shampoo product.



**Sodium laureth sulphate**  
Main surfactant. Stabilises oil-based ingredients in a water-based shampoo.



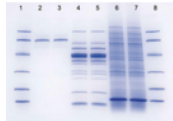
**Fragrance**  
Could be an ester...  
Who knows?



**Ammonium lauryl sulphate**  
Surfactant. Forms micelles near the surface of the water to stabilise the oil-based ingredients in a water-based shampoo.



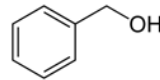
**Scarlet GN**  
E125. Red food colouring.



**Sodium dodecyl sulphate**  
Detergent derived from palm oil that breaks down cells and denatures proteins in the lab. Also known as 'SDS' and 'SLS', it produces foam, which makes consumers happy.



**Cetyl alcohol**  
Conditioner. Also thickens the shampoo and makes it even more opaque. Also called hexadecanol.



**Benzyl alcohol**  
Fragrance, thickener, solvent and pH stabiliser. Some people are severely allergic to this.



**Brilliant Blue FCF**  
E133. Blue food colouring.



**Cocamide MEA**  
Another foaming agent derived partly from coconut oil. Currently being phased out and replaced with other coconut-based alternatives.



**Guar hydroxypropyltrimonium chloride**  
Conditioner. Leaves cations on your hair after rinsing that give your hair 'volume'. Also sold as dietary fibre supplements with the name "guar gum".



**Sodium chloride**  
Common table salt. Thickens the shampoo by lowering the charge on the surfactant micelles, allowing them to pack more closely together.



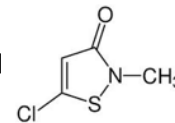
**Zinc pyrithione**  
Anti-fungal and antimicrobial agent that specifically targets dandruff. Also available separately as "DermaZinc".



**Zinc carbonate**  
Beautiful mineral also known as "Smithsonite" added to make the shampoo opaque



**Magnesium sulphate**  
Epsom salts. Dozens of traditional medicinal and agricultural uses.



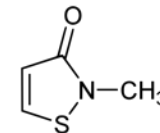
**Methylchloroisothiazolinone**  
Preservative with powerful antibacterial and antifungal effects.



**Glycol distearate**  
Pearlizer. Gives the shampoo that gorgeous, pearly appearance. Also called EGDS, it's sometimes made from soybeans (edamame).



**Sodium benzoate**  
E211. Found naturally in cranberries, it kills bacteria and fungi. Keeps your shampoo hygienic.



**Methylisothiazolinone**  
Preservative with powerful antibacterial and antifungal effects.

22 INGREDIENTS

A VISUAL GUIDE

TO THE WORLD'S  
#1 SHAMPOO

JAMESKENNEDYMONASH.WORDPRESS.COM

Sources: wikipedia.org, headandshoulders.com

