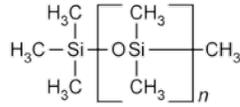




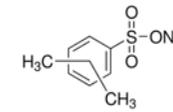
Water
Universal solvent



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.



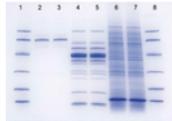
Fragrance
Could be an ester...
Who knows?



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



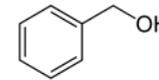
Scarlet GN
E125. Red food colouring.



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.



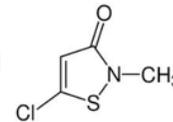
Zinc pyrithione
Anti-fungal and antimicrobial agent that specifically targets dandruff. Also available separately as "DermaZinc".



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.



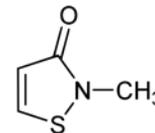
Methylchloroisothiazolinone
Preservative with powerful antibacterial and antifungal effects.



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

