



## WATERLESS BEAUTY PRODUCTS

As the beauty industry continues moving towards greener and more sustainable options, from the packaging used to better-for-the-environment ingredients, one area we will start to hear more about is water consumption. Why? Because water has been, and continues to be, one of the main ingredients in beauty and personal care products. Therefore, **Waterless Beauty is rising as the next big thing.**



Waterless products usually use less packaging and plastic and generate less waste, supporting consumer demands for zero-waste options. They also minimise both water use and post-consumer packaging waste. In addition, anhydrous products have competitive advantages over conventional products for many equivalent uses: smaller and lighter, less energy-intensive in terms of transport, more concentrated and often more economical.

Waterless formulation will continue to be a sustainable choice and one that supports the greatest environmental preservation. THOR's waterless formulas respond to these important consumer demands.

### Microcare® Quat EQG

A multifunctional ingredient suitable for solid formulations

**Microcare® Quat EQG** is a green ester quat, environmentally friendly and with a good toxicological profile. It is a multifunctional solution to formulate highly effective cosmetic products which works as a conditioning booster improving hair strength and smoothness when used in conditioners, masks or hair treatments. Its cationic nature allows the formation of a substantive layer to enhance skin moisturisation, providing an effective moisturising effect and an extremely smooth after feel to the scalp and hair. Therefore, with **Microcare® Quat EQG** we cover the function of several ingredients, creating a more simplified and clearer formulation, as well as reducing the cost of the final product.

	<b>INCI Name</b> • Dipalmitoylethyl Dimonium Chloride, Cetearyl Alcohol, Glycerine	
	<b>Origin</b> • Sustainably Sourced Palm <b>Mass Balance RSPO</b> • R=C <sub>16</sub> Based on Palm Oil RSPO	
	<b>ISO 16128-1:2016</b> • <b>80,55% NOC</b> (Natural Organic Cosmetics)	
	<b>Degradability</b> • <b>Readily Biodegradable</b> (301D) OECD Guideline • Environmentally Friendly	
	<b>Bio-Renewable Carbon Index</b> • <b>80% BCI</b> Based on USDA definition	
	<b>Environmental Working Group's</b> • <b>Score: 1</b> on EWG's Skin Deep <a href="#">website</a>	
	<b>Appearance</b> • Off-white to pale yellow pellets	<b>Use Level</b> • 0,5% to 5%
	<b>Working Temperature</b> • Tolerant to high temperatures (up to 80°C)	<b>Working pH</b> • 4,0 – 6,5

## THOR's Waterless Formulas

These **FOAMY SHAMPOO BAR & SOLID DETANGLING CONDITIONER** products are formulated with extra mild surfactants, with a high percentage of natural ingredients and without sulphates. These solid hair care formulations gently cleanse hair while making their formula and eco-friendly choice for both planet and hair care.

Ref. 177-6.06 – **FOAMY SHAMPOO BAR**

FASE	INGREDIENTE	FUNCIÓN	% P/P
A	Sodium Lauroyl Methyl Isethionate (80%)	Tensioactivo	29,20
	Caprylic/Capric Triglyceride	Emoliente	4,50
	Simmondsia Chinensis Oil	Emoliente	3,00
	<b>Microcare® Quat EQG</b>	Activo scondicionador	10,00
	Dipalmitoylethyl Dimonium Chloride, Cetearyl Alcohol, Glycerin		
	Cetearyl Alcohol	Emulsionante	5,00
	Glycerin	Humectante	5,00
	Sodium Cocoyl Isethionate (85%)	Tensioactivo	41,00
	Lactic Acid (90%)	Regulador de pH	0,75
	Lavender Essential Oil	Pefume	0,20
B	Tocopheryl Acetate	Antioxidante	0,20
D	<b>Microcare® SBCT</b>	Conservante	1,00
	Aqua, Sodium Benzoate, Potassium Sorbate, Cetrimonium Chloride		
E	CI 77891, Mica, CI 77288	Colorante	0,15

Ref. 177-11.05 – **SOLID DETANGLING CONDITIONER**

FASE	INGREDIENTE	FUNCIÓN	% P/P
A	Cetearyl Olivat & Sorbitan Olivat	Emulsionante	29,50
	Butyrospermum Parkii Butter	Emoliente	12,25
	Cocos Nucifera Oil	Emoliente	7,50
	Glycerin	Humectante	10,00
	<b>Microcare® Quat EQG</b>	Activo acondicionador	40,00
	Dipalmitoylethyl Dimonium Chloride, Cetearyl Alcohol, Glycerin		
	Lavender Essential Oil	Pefume	0,25
	<b>Microcare® Emollient APHX</b>	Conservante	0,50
	Phenylpropanol, 1,2-Hexanediol		

### Why we love it

They have a fresh and clean fragrance, and just a light application of the shampoo bar is enough to achieve a powerful and effective foam. The conditioner bar adds softness to the hair, makes it more manageable whilst combing and leaves it detangled, hydrated, and soft.

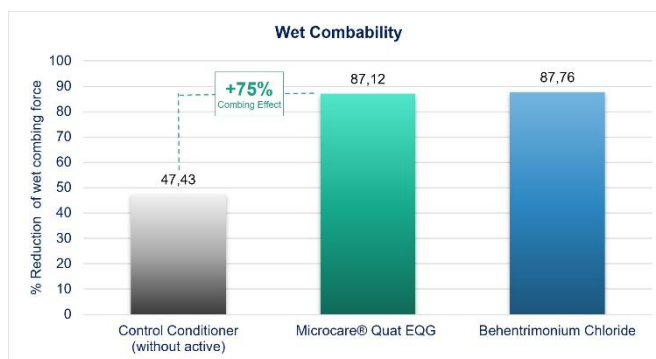
### Key formulation performance benefits

- Water-free formulations: Eco-friendly choice
- Lovely foaming shampoo & super detangling conditioner
- #CleanBeauty, #Waterless, #HealthyHair&Scalp
- ISO16128: more than 85% of natural ingredients



### Proven Efficacy: Excellent conditioning power

The use of **Foamy Shampoo Bar & Solid Detangling Conditioner** with **Microcare® Quat EQG** provides more than a 75% of combing force reduction compared with the same formulations without **Microcare® Quat EQG**. Thanks to its cationic nature it offers a higher reduction of the combing force making the hair healthier and better protected against breakage.



#### Instrumental test:

Dia-Stron MTT175, Wet combing test. THOR Method: WCT-01-V1

## Conclusions

**Microcare® Quat EQG** is a multifunctional solution, a perfect fit in the current trend towards sustainability and less water use. It is able to formulate highly effective solid cosmetic products, working as a conditioner booster, improving hair strength and smoothness when used in shampoos, conditioners, masks or hair treatments.