

TruCraft Deodorizing Shampoo (LAVANDULA)

Label Ingredients: Natural moisturizing agent, surfactant, preservative, emulsifier, emollient, natural enzymes, aloe vera, coconut & lavender oil.

CAPB Surfactant:

- What is it? Non-GMO coconut oil base.
- What does it do? Emulsifier & foaming agent.
 - Cocamidopropyl betain soap base made from whole, non-GMO coconut oil.

DF-3 Surfactant:

- What is it? Soap base.
- What does it do? Emulsifier & foaming agent.
 - Soap base containing no betaines, sulfates, diethanolamine, ethylene oxide, or 4-dioxane

LGC Surfactant:

- What is it? Sustainable palm oil & corn glucose
- What does it do? Emulsifier & foaming agent.
 - Soap base derived from Cocamidopropyl betain and lauryl glucoside (palm oil and glucose from corn)

Dissolvine 220:

- What is it? Biodegradable chelating agent.
- What does it do? Helps prep hair for cleansing.
 - Biodegradable non-hygroscopic, water-soluble chelating agent

Citric Acid

- What is it? Naturally derived from citrus.
- What does it do? Balance PH levels.

Lincocide-K:

- What is it? Preservative.
- What does it do? Inhibits the growth of bacteria, yeast & mold.
 - Liquid based preservative inhibiting growth of bacteria, yeast, and mold. Contains lincomycin hydrochloride, which is the monohydrated salt of lincomycin, a substance produced by the growth of a member of the lincolnensis group of Streptomyces lincolnensis

Lexfeel:

- What is it? Natural alternative to silicone.
- What does it do? Emollient helps application.
 - Natural silicone alternative derived from castorbean, coconut, and sugarcane. Emollient which adds a silky hand feel and assists in spreading products across skin and hair.

PolySuga Mulse:

- What is it? Naturally derived material.
- What does it do? Emulsifier.
 - Emulsifier naturally derived from biobased raw materials.

Aloe Vera

- What is it? Natural ingredient from cactus plant.
- What does it do? Healing and softening the skin benefits.

Panthenol:

- What is it? Natural occurring humectant.
- What does it do? Emollient, glossifier, detangler & moisturizing agent.
 - A naturally occurring material that adds several beneficial properties to hair care formulations. It is a humectant, emollient, glossifier, detangler and moisturizing agent. It is highly water soluble and is also easily removable with mild plant-derived oils or via conditioner cleansing

Ordenone:

- What is it? Naturally occurring enzyme.
- What does it do? Eliminates odors.
 - Deodorizing produced from naturally occurring enzymes which eliminate, and trap odors as opposed to masking them

Lavender Oil:

- What is it? Essential oil.
- What does it do? Aromatherapy.

TruCraft Deodorizing Spray (LAVANDULA)

Label Ingredients: Preservative, natural enzymes, emulsifier, lavender oil.

Isopropyl Alcohol

- What is it?
- What does it do? Used in cosmetics & perfumes.

PE815:

- What is it? Preservative.
- What does it do? Used for hair & skin care.
 - A global, broad spectrum preservative system based on 85% phenoxyethanol and 15% ethylhexyl glycerin. It is ideal for use in hair and skin care applications.

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