

TEXTURLUX® HOLD

INCI Name: Hydroxypropyl Starch Phosphate

With addition of small amounts, **TEXTURLUX® Hold** can increase the foam stability and aesthetics primarily in clear systems. It is especially appealing in sulfate-free systems, which can be seen with our Super Sulfate-Free Shampoo.

Case Study: Sulfate-Free Shampoo

Without **TEXTURLUX® Hold**

- Treating shampoo as a hand wash: white lather, did not bubble well
- Shampoo applied on hair sample: lathered, foamy, had more bubbles than hand wash
- During washing: hair was soft and rinsed out easily, leaving a pretty soft, smooth, and silky after feeling
- Dried hair: initial knots when brushing through with fingers and not as soft

With **TEXTURLUX® Hold**

- Treating shampoo as hand wash: nice white lather, produced many bubbles, very foamy
- Shampoo applied on hair sample: lathered nicely, very foamy, produced many bubbles
- During washing: hair was a little softer than hair sample without hold, rinsed out easily, leaving a very soft, smooth, and silky after feeling
- Dried hair: remained soft and smooth, did not produce any knots while brushing it through with fingers

