

## IMPROVEMENT OF THE FORMULATION OF THE HAIR CONDITIONER BALM

Ovsiannikova T.O., Kolisnyk B.G.

*National Technical University*

*«Kharkiv Polytechnic Institute», Kharkiv*

Nowadays, you can see a lot of 2-in-1 shampoos on store shelves, and they contain balms or conditioners in addition to detergents. Nevertheless, most trichologists believe that it is better to buy a balm and shampoo separately, because the balm in the shampoo has a softening effect during the washing process and therefore prevents the hair from being completely cleaned of dirt [1].

Hair balm is no longer something new and unknown. Today, it is an indispensable stage of care, because it not only moisturises, nourishes and makes combing easier, but also helps protect curls from damage, adding softness and shine [2].

In the Ukrainian market, the main share in the segment of balms and rinses is occupied by products from foreign manufacturers: hair balm Pantene Pro-V Intensive Repair Conditioner Intensive recovery (France), balm L'Oreal Paris Elseve Dream Long Easy combing, for long, damaged hair (France), strengthening hair balm-rinse Garnier Fructis Goodbye split ends (France) and others.

Products of Ukrainian manufacturers are represented by a balm-rinse «EkoLine» 2 in 1 for all hair types by EKMI, Intensive Moisture balm-rinse by TM Cocos, hair conditioner with 39 extracts from TM New Life.

To make the hair smooth and easier to comb, conditioners usually contain dimethicone and/or cyclomethicone and/or amodimethicone and/or phenyl trimethicone, which have a cumulative effect and can be removed from the hair only with sulfate detergents, and they are not charged and can stick to the hair [3].

We propose to include the following in the composition of the balm-rinse Plantasens Olive LD (Hydrogenated Ethylhexyl Olivat), which is made from natural olive oil and is a vegetable alternative to silicones. It is a light and «dry» emollient that helps to achieve a satin effect of the cosmetic product, Plantasens Olive LD is quickly absorbed, does not form a film on the hair, has moisturising properties that help restore hair elasticity and firmness.

### References:

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