



Integrity
Ingredients
Corporation

GENTLE CLEANSING WASH

What It Is

A gentle cleansing wash, specially formulated for the hair and delicate skin of both mother and baby. Specially formulated with a unique combination of gentle surfactants – one that is shea based and the other, a natural, amino acid derived, sulfate-free surfactant. Crafted with care, our cleanser was created with shea derived ingredients, moisturizers and Green Tea Extract that are free from harsh chemicals and additives that can irritate sensitive skin. More than 95% of the formula is from naturally derived ingredients.

What It Does

- 🌿 Gently cleanses skin leaving it soft and supple while it refreshes the hair and scalp.
- 🌿 Provides gentle yet effective cleansing that's safe for everyday use.

Solution For

- 🌿 A new Mom looking for a gentle, convenient all-over cleanser and shampoo for herself and baby, or something soothing and nourishing for Mom herself.

How To Use

- 🌿 Use morning and, or night. Massage into wet hair and damp skin then gently wipe off with a wet washcloth.



Featured Actives

- 🌿 **BGT™ YS-30:** A mild, amino acid derived, sulfate-free, natural surfactant.
- 🌿 **Lipex® Shea Betaine:** A shea butter based amphoteric surfactant for mild rinse-off hair and body care formulations.
- 🌿 **Lipex® 102 E75 100%™:** A water dispersible shea butter.
- 🌿 **IntegriMOIST Fruit Acid Complex:** A concentrated blend of sugar cane, lemon, orange, and apple fruit acids combined with Green Tea Extract that provides anti-inflammatory benefits.
- 🌿 **Prozol OH:** A humectant that allows the skin to retain moisture to increase skin hydration and relieve dryness. Softens skin and refreshes the skin surface.
- 🌿 **Pinna Leaf NP™:** A robust, 100% natural, broad-spectrum preservative system – blend of BioZymes™, Botanical Actives and Anti-Microbial blend. Gram-negative, Gram-positive; virus, yeast, and mold resistant.

GENTLE CLEANSING WASH

Integrity Ingredients - Advancing the "Beauty with a Conscience" Movement

Trade | INCI Names | Certifications | Use Levels

Ingredient Features & Benefits

BGT™ YS-30

Sodium Cocoyl Alaninate

Use Level: 5 – 30% depending on application.

- A mild, amino acid derived, sulfate-free, natural surfactant.
- Features high foaming power.
- A wide pH working range and strong, hard water resistance.
- Extremely safe and non-irritating.
- Leaves skin smooth and moist.
- Excellent choice for shampoos, cleansers, and baby formulations.
- Applications: Hair Care, Skin & Hair Conditioning, Body Care, Baby Products, Clean Beauty, Wellness.

Lipex® Shea Betaine

Shea Butteramidopropyl Betaine

Use Level: 2 – 5%

- A shea butter based amphoteric surfactant for mild rinse-off hair and body care formulations.
- Based on shea butter and mango oil, this gentle but effective surfactant is appropriate even for baby care products.
- Helps to reduce eye and skin irritation potential compared to other surfactants.
- Suitable for clear, translucent and opaque formulations.
- Applications: Hair Care, Skin & Hair Conditioning, Body Care, Baby Products, Clean Beauty, Wellness.

Lipex® 102 E75 100%™

Peg-75 Shea Butter Glycerides

Use Level: 1 – 3%

- A water dispersible shea butter available in two concentrations for use as a mild non-ionic surfactant and solubilizer.

IntegriMOIST Fruit Acid Complex

Water (and) Saccharum Officinarum (Sugar cane) Extract (and) Citrus Limon (Lemon) Fruit Extract (and) Citrus Aurantium Dulcis (Orange) Fruit Extract (and) Pyrus Malus (Apple) Fruit Extract (and) Camellia Sinensis Leaf Extract

Use Level: 5 – 15%

- Releases Lactic Acid on skin contact to improve the feel and functionality of intensive skin care.
- Clinically tested to improve skin firmness and smoothness upon repeated application.
- Boosts the skin's Natural Moisturizing Factor to help to retain skin moisture and lubricity.
- Delivers an excellent, sensorial skin feel.
- Applications: Skin and body care.

Pinna Leaf NP™

Bixa Orellana Seed Extract, Kalanchoe Pinnata Leaf Extract, Protease, Lipase

China Compliant

Use level 1 - 3%; 2% recommended.

- A robust, 100% natural, broad-spectrum preservative system – blend of BioZymes™, Botanical Actives and Anti-Microbial blend. Gram-negative, Gram-positive; virus, yeast, and mold resistant.
- Will not degrade foaming action of surfactant systems nor cause formula odors.
- Clear, transparent, nearly odorless liquid that functions at a pH range of 4 to 10.
- Works perfectly in an emulsion water phase and is safe for eye and lip applications.
- Applications: All personal care as a stand-alone preservative; no supplemental required.

Ingredient List – Formula #032323A

Water, Sodium Cocoyl Alaninate, Sodium Cocoyl Isethionate, PEG-75 Shea Butter Glycerides, Cocamide MIPA, Shea Butteramidopropyl Betaine, Glycerin, Quaternium-22, Sodium Chloride, Fragrance, Saccharum Officinarum (Sugar Cane) Extract, Guar Hydroxypropyltrimonium Chloride, Sodium Phytate, Hexylene Glycol, Sodium Citrate, Benzoic Acid, Citrus Limon (Lemon) Fruit Extract, Citrus Aurantium Dulcis (Orange) Fruit Extract, Pyrus Malus (Apple) Fruit Extract, Camellia Sinensis Leaf Extract, Phenoxyethanol, Bixa Orellana Seed Extract, Kalanchoe Pinnata Leaf Extract, Protease, Lipase

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