

CosmeGreen™ Easy HC

INCI: Stearyl Betainamide Mesylate (and) Propanediol

Benefits

- **Easy to formulate**
- **Wide range of pH**
- **Wet combing:** Similar performance to BTAC (1% AM)
- **As soft as BTAC** (1% AM)
- **Cost-effective** (65-70% AM)
- Designed by **Green Chemistry** principles
- **96% biobased material**
- **Renewable feedstock**

Natural and performing hair conditioning agent to replace BTAC

CosmeGreen™ Easy HC is a **palm free** conditioning agent, naturally sourced at 96%. Its elevated active material percentage brings cost-effectiveness to your formulations, with high performance: **detangling** and **smoothing** power equal to BTAC.

Applications:

- Hair conditioners
- Hair treatments (Mask, serum...)
- Skincare

UPCYCLED MATERIAL FEEDSTOCKS

FOR ALL HAIR CONDITIONING PRODUCTS

PALM FREE

ISO 16128 = 0,96

VEGAN COMPLIANT

MADE IN FRANCE



CosmeGreen™ Easy HC

INCI: Stearyl Betainamide Mesylate (and) Propanediol

Simplicity, High Naturality, Performances

Key Properties

- Solid
- 65-70% active matter
- Characteristic odor: No impact on formula
- Soluble in hot water
- Melting point: 70-75 °C

Principal Uses

- Liquid hair conditioners: 1 – 3%
- Hair masks: 3 - 6%
- Hair leave in: 1 – 2%
- Wide range of pH: 3 - 9

Sustainability

- No waste
- Solvent-free process
- Low energy manufacturing process
- Designed by green chemistry

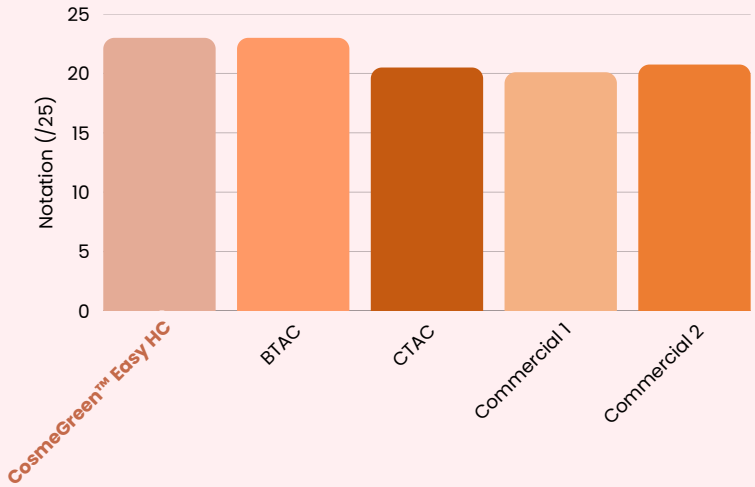


Figure 1 - Sensory test comparing CosmeGreen Easy HC's smoothness, coating and detangling power versus other conditioning agents.

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Why SurfactGreen?

SurfactGreen specializes in the research, development and production of high-performance biobased surfactants, offering an eco-responsible alternative to petroleum-based products such as BTAC.

CosmeGreen™ Easy HC Formulation Guide

A Aqueous phase → Water, **CosmeGreen Easy HC**, **Compatible Gelling Agent**, Humectant, Preservatives

B Fatty phase → **Fatty Alcohol**, Emollient, Butter

C Additives → Preservatives, Actives, pH Adjusters

Emulsion formulation process



Heat A

T= 65 °C - 75 °C



Melt B

T= 65 °C - 75 °C

Pour B over A while hot and emulsify

T < 30 °C



Cooling

Add C

Formulation Hints

CosmeGreen Easy HC is dispersible in water at 40 - 50 °C under agitation and is not compatible with anionic gelling agents (ex: Xanthan Gum).

pH (5% aqueous dispersion at 25 °C): 9

Add fatty alcohol to ensure stability and efficiency.
CosmeGreen *recommended use level:*

- Leave-in: **1 - 2%**
- Conditioner: **1 - 3%**
- Mask: **3 - 6%**

Preservatives can also be added in the aqueous phase.
Adjust the pH before the sensitive additives to ensure stability.
pH might increase in time; anionic preservatives can be used to prevent this effect (ex: Sodium Benzoate, Potassium Sorbate...)

Rheological Behavior

CosmeGreen Easy HC has low effect on viscosity. Adding high amount of fatty alcohol and gelling agent helps to build viscosity, making **CosmeGreen Easy HC** a versatile emulsifier.

Verdena
COSMEGREEN

GOLD | Top 5%
ecovadis
Sustainability Rating
APR 2025

99.7% nat.

EasyCare Mask

Detangles & softens your hair

CosmeGreen
EASY HC

FORMULATION GUIDELINES

	Raw Materials	INCI	%
A	Water	Aqua	QS
A	Natrosol 250 HHR	Hydroxyethylcellulose	0.2
A	**CosmeGreen Easy HC**	**Stearyl Betainamide Mesylate (and) Propanediol**	**5.6**
B	Lanette 16	Cetyl Alcohol	2.25
B	Lanette 18	Stearyl Alcohol	2.25
B	Sunflower Oil	Helianthus Annuus Seed Oil	1.0
B	Shea Butter	Butyrospermum Parkii Butter	4.0
B	Candelilla Wax	Euphorbia Cerifera (Candelilla) Wax	2.0
C	Euxyl K712	Sodium Benzoate (and) Potassium Sorbate	0.8
D	Citric Acid	Citric Acid	QS
			100

PREPARATION

- Heat phase A at 75 °C under agitation.
- Melt phase B at 75 °C.
- Add the molten phase B to phase A and emulsify for 10 minutes.
- Allow to cool under agitation.
- Add phase C under 30 °C.
- Add phase D to adjust the pH at 4.5.

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COSMEGREEN

GOLD | Top 5%
ecovadis
Sustainability Rating
APR 2025

99.9% nat.

EasyFlow Spray

Repair & moisturize your hair

CosmeGreen EASY HC

FORMULATION GUIDELINES

	Raw Materials	INCI	%
A	Water	Aqua	QS
A	**CosmeGreen Easy HC**	**Stearyl Betainamide Mesylate (and) Propanediol**	1.5
A	Glycerin	Glycerin	1.0
B	Lanette 16	Cetyl Alcohol	1.5
B	Lanette 18	Stearyl Alcohol	1.5
B	Sunflower Oil	Helianthus Annuus Seed Oil	0.5
C	Euxyl K712	Sodium Benzoate (and) Potassium Sorbate	0.8
D	Citric Acid	Citric Acid	QS
			100

PREPARATION

- Heat phase A at 75 °C under agitation.
- Melt phase B at 75 °C.
- Add the molten phase B to phase A and emulsify for 10 minutes.
- Allow to cool under agitation.
- Add phase C under 30 °C.
- Then add phases D to adjust the pH at 4.5.

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APR 2025

99.9% nat.

EasyCare conditioner

For daily use

CosmeGreen
EASY HC

FORMULATION GUIDELINES

	Raw Materials	INCI	%
A	Water	Aqua	QS
A	Natrosol 250 HHR	Hydroxyethylcellulose	0.2
A	**CosmeGreen Easy HC**	**Stearyl Betainamide Mesylate (and) Propanediol**	**1.4**
B	Lanette 16	Cetyl Alcohol	0.5
B	Lanette 18	Stearyl Alcohol	0.5
B	Sunflower Oil	Helianthus Annuus Seed Oil	1.0
B	Shea Butter	Butyrospermum Parkii Butter	1.0
C	Euxyl K712	Sodium Benzoate (and) Potassium Sorbate	0.8
D	Citric Acid	Citric Acid	QS
			100

PREPARATION

- Heat phase A at 75 °C under agitation.
- Melt phase B at 75 °C.
- Add the molten phase B to phase A and emulsify for 10 minutes.
- Allow to cool under agitation.
- Add phase C under 30 °C.
- Add phase D to adjust the pH at 4.5.

Verdena
COSMEGREEN

GOLD | Top 5%
ecovadis
Sustainability Rating
APR 2025

99.5% nat.

Radiance Boosting Mask

Enhance your hair color

CosmeGreen
EASY HC

FORMULATION GUIDELINES

	Raw Materials	INCI	%
A1	Water	Aqua	QS
	CosmeGreen Easy HC	**Stearyl Betainamide Mesylate (and) Propanediol**	**3.3**
A2	Citric Acid	Citric Acid	QS
A3	Unicert Red K7057-J	CI 17200	0.21
	Unicert Blue 05601-J	CI 42090	0.09
A4	Glycerin	Glycerin	2.0
	Amigum	Sclerotium Gum	0.5
B	Lanette 16	Cetyl Alcohol	2.0
	Lanette 18	Stearyl Alcohol	3.5
	Myritol 318	Caprylic/Capric Triglyceride	1.5
	Shea Butter	Butyrospermum Parkii Butter	2.0
	Sunflower Oil	Helianthus Annuus Seed Oil	1.5
	Cocoa Butter	Theobroma Cacao Seed Butter	1.0
C	Euxyl K712	Sodium Benzoate (and) Potassium Sorbate	0.8
D	Ethanolamine	Ethanolamine	QS
			100

PREPARATION

- Heat phase A1 at 75 °C under agitation.
- Melt phase B at 75 °C.
- Add phase A2 to A1 to adjust pH at 5.0.
- Add phase A3.
- Add the premix A4 once phase A3 ingredients are solubilized.
- Add the molten phase B to phase A and emulsify for 10 minutes.
- Allow to cool under agitation.
- Add phase C under 30 °C.
- Add phase D to adjust pH at 6.5.

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COSMEGREEN

GOLD | Top 5%
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Sustainability Rating
APR 2025

99% nat.

EasySoft Serum

Streghten your hair

CosmeGreen
EASY HC

FORMULATION GUIDELINES

	Raw Materials	INCI	%
A	Propylene Glycol	Propylene Glycol	QS
	CosmeGreen Easy HC	**Stearyl Betainamide Mesylate (and) Propanediol**	**1.4**
B	Lanette 16	Cetyl Alcohol	1.0
	Myritol 318	Caprylic/Capric Triglyceride	1.0
C	Alcohol Denat.	Alcohol Denat.	20.0
D	Rice Protein	Aqua (and) Hydrolyzed Rice Protein (and) Sodium Benzoate	0.3
E	Vitamin B5	Panthenol (and) Aqua (and) Citric Acid	1.0
F	Euxyl K712	Sodium Benzoate (and) Potassium Sorbate	0.5
			100

PREPARATION

- Heat phase A at 75 °C under agitation.
- Melt phase B at 75 °C.
- Add the molten phase B to phase A and homogenize.
- Allow to cool under agitation.
- Add phase C under 45 °C.
- Then add phase D to F under 30 °C.

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