Finnish hair professionals

DS Strong Matte Clay

INCI	EXPLANATION
Aqua	Purified water, solvent.
Kaolin	Kaolin Clay.
Cetearyl Alcohol	Forms the viscosity of the product.
Paraffin	Wax which maintains moisture and provides support for hair.
Cera Microcristallina	Creates and stabilizes a product-specific base.
Glycerin	Glycerin, moisturizing solvent.
Ceteareth-30	Emulsifier
Silica	Adjusts the viscosity of the product. Stabilizes the product.
PVP	Fixative
PEG-40 Hydrogenated Castor Oil	Contributes to the solubility of the raw materials
Undecane	Light oil. Enhances spreadability.
Sorbitol	Moisturizing, conditioning
Tridecane	Light Oil. Enhances spreadability.
Ethylhexyl Methoxycinnamate	Cationic hair protective UV filter.
Phenoxyethanol, Ethylhexylglycerin	Maintains the safety and the structure of the product.
Piroctone Olamine	Powerful against dandruff-causing Pitysporum ovale yeast.
Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer	
Dimethicone	Silicone, which improves spreadability and feel of the product on the skin and hair. Aids hair managebility and gives shine.
Trideceth-6	Surfactant
Tocopherol	Antioxidant
PEG/PPG-18/18 Dimethicone	Reduces skin irritation and makes the hair soft.