

NEOPRO[®] W-40

(INCI: Hydrolyzed Wheat Protein/PEG-20 Acetate Copolymer)

NEOPRO[®] W-40 is a unique hydrolyzed wheat protein derivative. It is the diester reaction product of hydrolyzed wheat protein and PEG-20 and is offered as a 40% solution in water. The free protein amino groups optimize substantivity to hair while the ester group holds PEG-20 to the hair shaft. Substantivity is enhanced due to the increased positive character of the molecule resulting from the reacted carboxy groups, a positive shift in the isoelectric point. Additionally, the presence of the long chain polyoxyethylene component of the molecule, enhance attraction of moisture to the hair shaft. The overall effect is one of enhanced substantivity, moisturization, and manageability. These properties then lead to improvement in both dry and wet combing.

Trade Name	NEOPRO[®] W-40
INCI	Hydrolyzed Wheat Protein/PEG-20 Acetate copolymer
CAS #	175893-70-6
EINECS	Polymer exempt

The use of **NEOPRO[®] W-40** in hair conditioners, shampoo conditioners, and in hair hydrating formulas is strongly indicated.

SPECIFICATIONS

Appearance @ 25°C	Clear to Hazy Amber Liquid
Color (Gardner)	15 Maximum
Foreign Matter	Free of
pH (1% aqueous)	6.5 – 8.5
Solids (%)	30 – 35
Water Solubility (1%)	Soluble
Activity	30-35%

SOLUBILITY

Castor Oil	i
Ethanol	d
Cyclomethicone	i
Mineral Oil	i
Propylene Glycol	m
Isopropyl Myristate	i
Water	m

m = Miscible (soluble in all proportions)
d = Dispersible i = Insoluble

SAFETY

*RIPT study (50 human subjects) conclusions:	
SKIN IRRITATION	NON-PRIMARY SKIN IRRITANT
SKIN SENSITIZATION	NON-PRIMARY SKIN SENSITIZER

*Studies conducted by AMA Labs, 216 Congers Rd., New City, NY 10956

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