

Stepan 
Personal Care

STEPANQUAT[®]

Helia

Better, Naturally

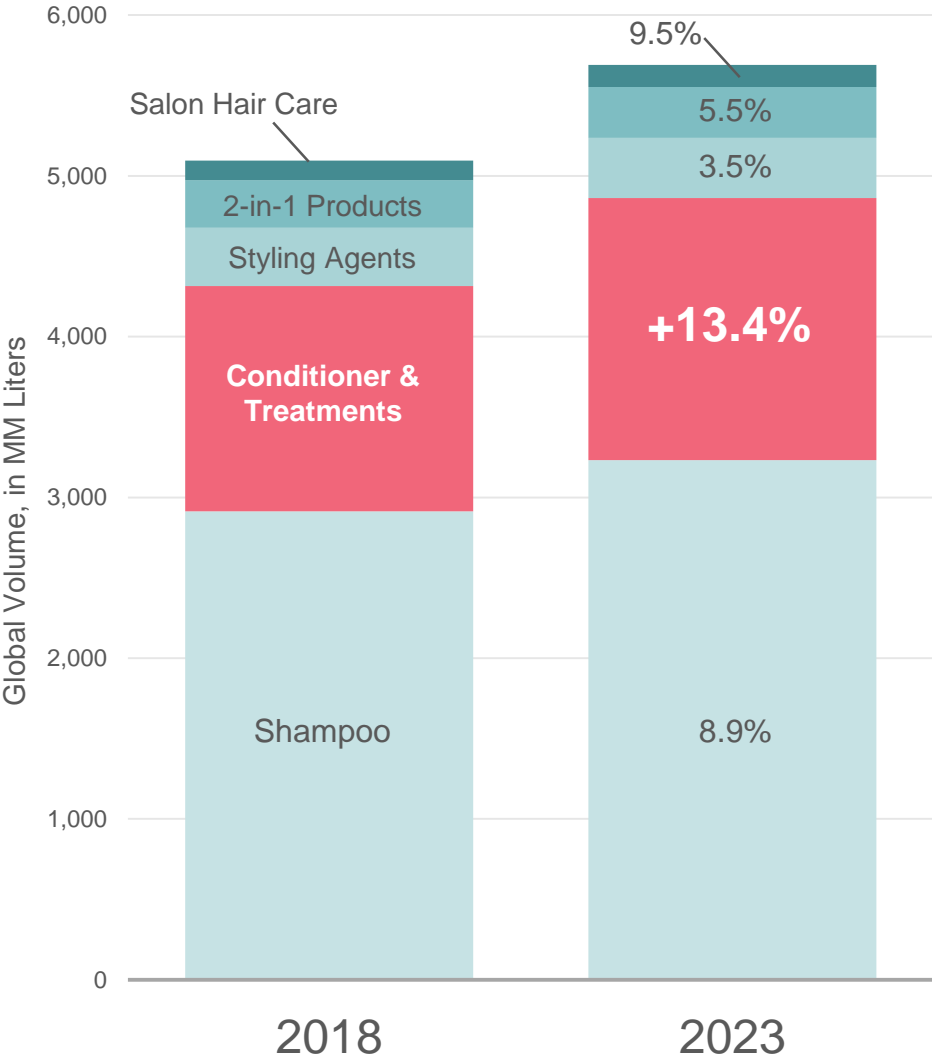
May 23, 2019

UL Prospector Webinar



Patent Pending

Double Digit Growth for Hair Conditioners by 2023



Source: Beauty and Personal Care: Euromonitor; Accessed 5/03/2019



MNCs Shift Advertising Focus to Conditioner Lines
 Shown: Love Beauty and Planet™ (Unilever) and Pantene® Pro-V Intense Rescue Shots (Procter & Gamble)

New Formats for Conditioning Treatments

Shown: Garnier® Fructis® Smoothing Treat (L'Oreal) and The Plumps Solid Conditioner (LUSH® Fresh Handmade Cosmetics)



Growing, Popular Claims are Ingredient-Focused



Source: Mintel GNPD; Global Products, Category: Hair Conditioners, 2016-2018. Top claims that are growing/increasing

Cationic Conditioner Benchmarks: “Plenty of Room for Improvement”

GHS Hazard Classifications	Acute Aquatic Toxicity	Chronic Aquatic Toxicity	Biodegradation	Skin Irritation	Eye Irritation	Other Hazards
Behentrimonium Chloride (BTAC)			80% degradation in 28 days			
Cetrimonium Chloride (CETAC)			93.5% degradation in 28 days			 50% Active

All data above is from the European Chemical Agency.
Behentrimonium Chloride: EC 271-756-9
Cetrimonium Chloride: EC 203-928-6

STEPANQUAT® Helia

Disunfloweroylethyl Dimonium Chloride (and) Sunflower Seed Oil Glycerides (and) Lauryl Lactyl Lactate

- Powered by non-GMO Sunflower Oil
- Creating a Better Story, Naturally
- Backed by Decades of Experience in Esterquat Technology & Manufacturing



STEPANQUAT Helia a better story for the...



consumer



environment



formulator

a better story for the **consumer**

Non-irritating
&
Hypoallergenic

No build-up

Soft,
manageable
hair

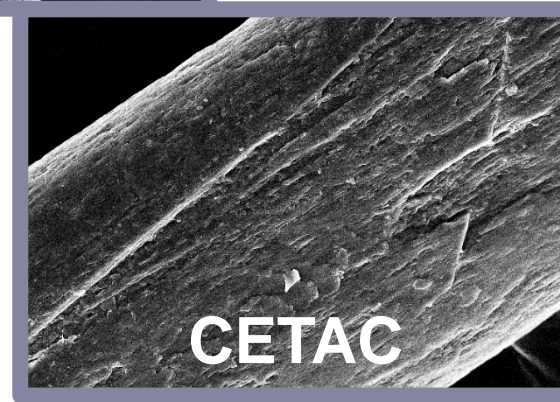
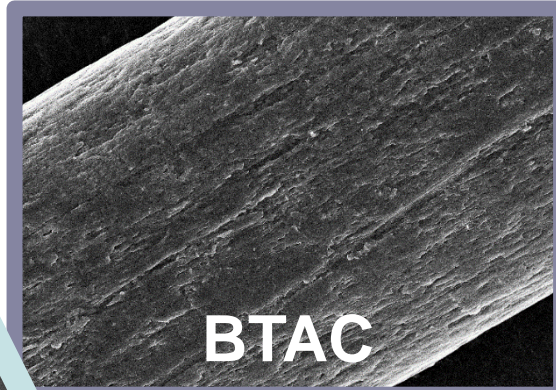
No animal
products

Free from:
Sulfates
Silicones
Glycols

Made from
non-GMO
Sunflower Oil



with smooth, manageable hair



BTAC = Behentrimonium chloride
CETAC = Cetrimonium chloride
Scanning Electron Microscopy images of Caucasian, slightly- bleached hair tresses treated with a 2% active conditioner at 1,000x magnification.

with smooth, manageable hair

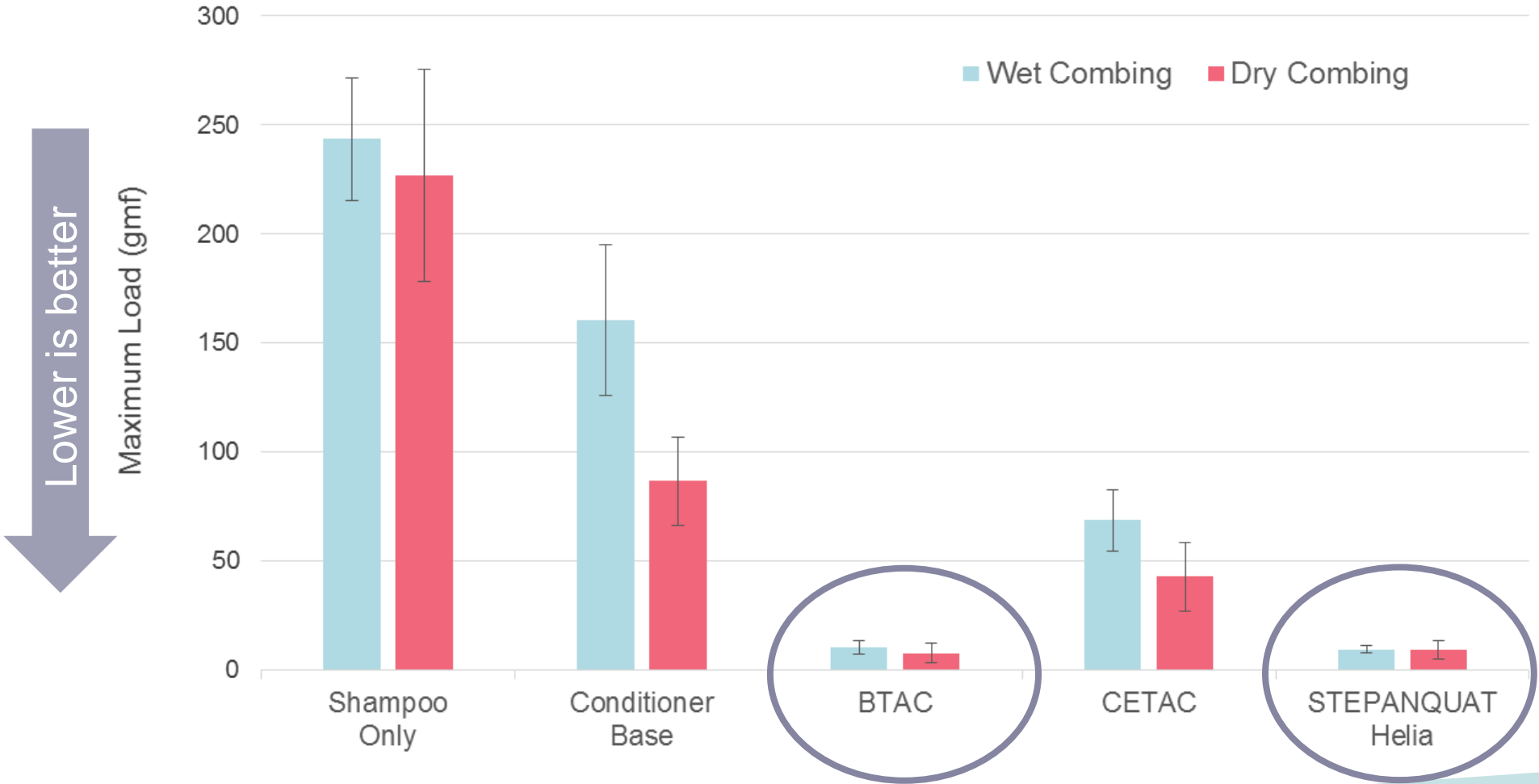
Treated with
STEPANQUAT
Helia
2% Active



Untreated
Shampoo Only

Volunteer Subject has Medium-Fine, Unbleached Hair

and superior combing performance



Base Conditioner Formula:

Ingredient	% by weight
Deionized Water	q.s. to 100.0
Hydroxyethylcellulose	0.7
Conditioning Agent	2% active
Cetyl Alcohol	2.0
Potassium Chloride	0.5

a better story for the environment

88% bio-based
from sunflower oil

Readily
biodegradable

Renewable
&
Sustainable

No manufacturing
waste streams

Better
ecotoxicity than
BTAC and CETAC

High active:
lower
transportation
emissions



a better story for the formulator

No regulatory
use-level
restrictions

Easy-to-use,
high active
liquid











Versatile for use in:

- Conditioners
- Treatments
- Masks
- Sprays
- Deep conditioners
- Leave-in products
- Styling products
- 2-in-1 Shampoos

No special
handling
requirements



STEPANQUAT Helia Offers Plenty of Improvement

GHS Hazard Classifications	Acute Aquatic Toxicity	Chronic Aquatic Toxicity	Biodegradation	Skin Irritation	Eye Irritation	Other Hazards
Disunfloweroylethyl Dimonium Chloride STEPANQUAT® Helia	Not Classified	No Pictogram Required	>99% degradation in 28 days	Non-Irritating	Non-Irritating	None
Behentrimonium Chloride (BTAC)			80% degradation in 28 days			
Cetrimonium Chloride (CETAC)			93.5% degradation in 28 days			

All data above is from the European Chemical Agency.
 Disunfloweroylethyl Dimonium Chloride: EC 620-174-7
 Behentrimonium Chloride: EC 271-756-9
 Cetrimonium Chloride: EC 203-928-6

Formulation Inspiration

Overnight Hair Treatment Spray with Avocado Oil

Formulation No. 1301

Daily Smoothing Conditioner

Formulation No. 1297

Goodness, Gorgeous! Hair Mask with Matcha & Egg Yolk

Formulation No. 1309



Formulation Inspiration

Overnight Hair Treatment Spray with Avocado Oil

Formulation No. 1301

Wake up with soft, hydrated hair so that you can style and go! Simply spray this Overnight Hair Treatment onto damp or dry hair and work through with your hands. This treatment, powered by naturally-derived STEPANQUAT Helia and patent-pending technology, work while you sleep to hydrate and condition dry, damaged hair.



Ingredient	% by weight	Function
Deionized Water	q.s. to 100.00	Carrier
Hydroxyethylcellulose	0.20	Thickener
Glycerin	0.30	Feel Enhancer
STEPANQUAT Helia	2.50	Naturally-Derived Conditioning Agent
Avocado Oil	0.25	Natural Oil
Panthenol	0.40	Feel Enhancer
Fragrance, Preservative, Citric Acid	q.s.	Aesthetics

Typical Properties at 25°C

Appearance: Off-white, flowable liquid

pH, as is: 4.0-4.5

Viscosity: 70-150 cps

Example INCI Label

Water (Aqua), Disunfloweroyethyl Dimonium Chloride, Sunflower Seed Oil Glycerides, Persea Gratissima (Avocado) Oil, Lauryl Lactyl Lactate, Glycerin, Panthenol, Hydroxyethylcellulose, (Preservative), (Fragrance)

Formulation Inspiration

Daily Smoothing Conditioner

Formulation No. 1297

A daily use, smoothing conditioner for normal to fine hair. This simple yet powerful silicone-free formula conditions and smooths hair strands to make every day a good hair day.



Ingredient	% by weight	Function
Deionized Water	q.s. to 100.00	Carrier
Potato Starch Modified	3.00	Thickener
STEPANQUAT Helia	1.75	Naturally-Derived Conditioning Agent
Cetearyl Alcohol	3.50	Bodifier
STEPAN-MILD® L3 <i>Lauryl Lactyl Lactate</i>	0.50	Natural Silicone Alternative
Potassium Chloride	0.50	Viscosity Modifier
Fragrance, Preservative, Citric Acid	q.s.	Aesthetics

Typical Properties at 25°C

Appearance: Off-white, viscous lotion

pH, as is: 3.5-4.5

Viscosity: 8,000-12,000 cps

Example INCI Label

Water (Aqua), Cetearyl Alcohol, Potato Starch Modified, Disunfloweroylethyl Dimonium Chloride, Sunflower Seed Oil Glycerides, Lauryl Lactyl Lactate, Potassium Chloride, (Fragrance), (Preservative)

Formulation Inspiration

Goodness, Gorgeous! Hair Mask with Matcha & Egg Yolk

Formulation No. 1309

Green tea is just as good for your hair as it is for your health! Compounds in matcha (powdered green tea) stimulate your hair follicles for potential aid in hair growth. For even more goodness, this hair mask uses STEPANQUAT Helia, a modern, naturally-derived conditioning agent that is better for your hair and the environment.

Ingredient	% by weight	Function
Deionized Water	q.s. to 100.00	Carrier
Hydroxyethylcellulose	1.5	Thickener
STEPANQUAT Helia	2.5	Naturally-Derived Conditioning Agent
Stearyl Alcohol	5.0	Bodifier
Cetearyl Alcohol	2.0	Bodifier
STEPAN-MILD® GCC <i>Glyceryl Caprylate/Caprata</i>	0.5	Natural Emollient
Avocado Oil	0.2	Natural Oil
Joboba Oil	0.2	Natural Oil
Potassium Chloride	0.50	Viscosity Modifier
Matcha Powder	1.0	Additive
Egg Yolk Powder	0.2	Additive
Fragrance, Preservative, Citric Acid	q.s.	Aesthetics

Typical Properties at 25°C

Appearance: Green, viscous lotion

pH, as is: 3.5-4.5

Viscosity: 8,000-15,000 cps

Example INCI Label

Deionized Water, Stearyl Alcohol, Cetyl Alcohol, Hydroxyethylcellulose, Disunfloweroylethyl Dimonium Chloride, Camellia Sinensis (Matcha) Leaf Powder, Sunflower Seed Oil Glycerides, Glyceryl Caprylate/Caprata, Lauryl Lactyl Lactate, Simmondsia Chinensis (Jojoba) Seed Oil, Persea Gratissima (Avocado) Oil, Egg Yolk Powder, Potassium Chloride, Citric Acid, [Preservative], Fragrance





**Visit Stepan Company's booth to learn more
about STEPANQUAT Helia in Skin Care!**

Formulation Guidance

- For best results, add STEPANQUAT Helia after thickeners (i.e., hydroxyethylcellulose, guar) and before long-chain alcohols
- Keep pH above 3.0 to avoid hydrolysis
- Can add to 2-in-1s or conditioning cleansers after the anionic surfactants – incorporate pearl or opacifying agent
- Avoid heating formula above 75°C (color bodies may form)


Formulation Guidance

PROSPECTOR®

Want to Make
Your Own?

Find these formulations
on UL Prospector!



	STEPANQUAT® Helia	Stepan Company	INCI Name: Disunfloweroylethyl Dimonium Chloride (and) Sunflower Seed Oil Glycerides (and) Lauryl Lactyl Lactate	STEPANQUAT® Helia is a modern hair conditioning agent that is better for your hair and the environment. It is a very mild, naturally-derived cationic surfactant ideally suited for hair conditioners and skin care products. It provides excellent wet and dry... view more
	Daily Smoothing Conditioning (Formulation #1297)	Stepan Company		A daily use, smoothing conditioner for normal to fine hair. This simple yet powerful silicone-free formula conditions and smooths hair strands to make every day a good hair day. This formula features STEPANQUAT® Helia and STEPAN-MILD® L3.
	Rich Conditioning Hair Mask (Formulation #1298)	Stepan Company		This deep-treatment hair conditioning mask is designed to be used once a week to moisturize dry, thirsty hair with a sunflower-oil based conditioner and natural oils. This formula features STEPANQUAT® HELIA and STEPAN-MILD® GCC.
	Overnight Hair Treatment Spray with Avocado Oil (Formulation #1301)	Stepan Company		Wake up with soft, hydrated hair so that you can style and go! Simply spray this Overnight Hair Treatment onto damp or dry hair and work through with your hands. This treatment, powered by naturally-derived STEPANQUAT® Helia and patent-pending technology,... view more

Commercial Availability

North America

USA (cosmetic use only)

Canada (registration pending)

Mexico

South America

All Countries

Commercial samples available



SEARCH

Samples (0)

Home > [Personal Care & Cosmetics](#) > STEPANQUAT® Helia

STEPANQUAT® Helia

Company: [Stepan Company](#) · INCI Name: Disunfloweroyethyl Dimonium Chloride (and) Sunflower Seed Oil Glycerides (and) Lauryl Lactyl Lactate

Tags: +

DOCUMENTS

- [STEPANQUAT® Helia Datasheet](#)
- [STEPANQUAT® Helia](#)

FORMULATIONS

- [Daily Smoothing Conditioning \(Formulation #1297\)](#)
- [Overnight Hair Treatment Spray with Avocado Oil \(Formulation #1301\)](#)
- [Rich Conditioning Hair Mask \(Formulation #1298\)](#)

STEPANQUAT® Helia is a modern hair conditioning agent that is better for your hair and the environment. It is a very mild, naturally-derived cationic surfactant ideally suited for hair conditioners and skin care products. It provides excellent wet and dry combability on hair in addition to excellent detangling and a soft, conditioned feel to the hair. STEPANQUAT® Helia provides substantive conditioning without build-up. In skin care applications, it provides a unique, soft, conditioned skin feel and emulsification for O/W emulsions.

REQUEST A SAMPLE


- [Request Pricing Or Technical Help](#)
- [Bookmark](#)
- [All Supplier Content](#)

Share:

CATEGORIES
Chemical Class Categories

View Regulatory & Retailer Information in Prospector

Save valuable time with instant access to regulatory



REGULATORY LIST STATUS	COMPONENT STATUS
Chemical Name	Chemical Name
Quantity (kg)	Quantity (kg)
Material (kg)	Material (kg)
Notes	Notes

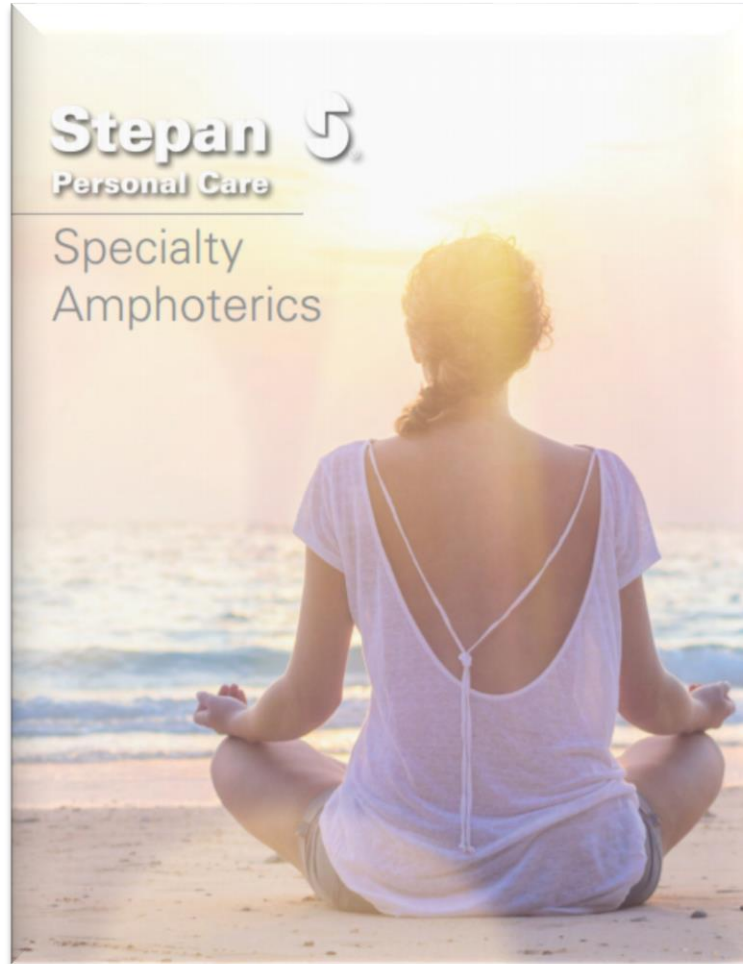
coming soon

STEPANQUAT[®] Brassica

- ◆ Global Inventory Compliance
- ◆ Better Story, Naturally
- ◆ Made from Rapeseed Oil



www.stepan.com/personalcare





To learn more:

www.go.stepan/helia

Thank You!

Sarah Kovach

Senior Market Manager, Personal Care

Stepan Company

skovach@stepan.com



All product names, trademarks and registered trademarks are property of their respective owners. All company, product and service names used in this website are for identification purposes only. Use of these names, trademarks and brands does not imply endorsement. The information contained herein is based on the manufacturer's own study and the works of others and is subject to change without prior notice. The information is not intended to be all-inclusive, including as to the manner and conditions of use, handling, storage or disposal or other factors that may involve additional legal, environmental, safety or performance considerations. Nothing contained herein grants or extends a license, express or implied, in connection with any patents issued or pending of the manufacturer or others, or shall be construed as a recommendation to infringe any patents. STEPAN COMPANY MAKES NO PRODUCT WARRANTY OF MERCHANTABILITY OR OF FITNESS FOR A PARTICULAR USE, EXPRESS OR IMPLIED, AND NO OTHER WARRANTY OR GUARANTY, EXPRESS OR IMPLIED, IS MADE, INCLUDING AS TO INFORMATION REGARDING PERFORMANCE, SAFETY, SUITABILITY, STABILITY, ACCURACY, COMPLETENESS, OR ADEQUACY. Stepan Company (and its employees, subsidiaries and affiliates) shall not be liable (regardless of fault) to the vendee, its employees, or any other party for any direct, indirect, special or consequential damages arising out of or in connection with the accuracy, completeness, adequacy, furnishing, use, or reliance upon information provided herein. The vendee assumes and releases Stepan Company (and its employees, subsidiaries and affiliates) from all liability, whether in tort, contract or otherwise to the fullest extent possible under the relevant law.