

TruCraft Hypoallergenic Shampoo (ALOE)

Label Ingredients: Natural moisturizing agent, surfactant, preservative, coconut & jojoba oil.

CAPB Surfactant:

- What is it? Non-GMO coconut oil base.
- What does it do? Emulsifier & foaming agent.
 - Cocamidopropyl betain soap base made from whole, non-GMO coconut oil.

DF-3 Surfactant:

- What is it? Soap base.
- What does it do? Emulsifier & foaming agent.
 - Soap base containing no betaines, sulfates, diethanolamine, ethylene oxide, or 4-dioxane

LGC Surfactant:

- What is it? Sustainable Palm oil & corn glucose
- What does it do? Emulsifier & foaming agent.
 - Soap base derived from Cocamidopropyl betain and lauryl glucoside (palm oil and glucose from corn)

Dissolvine 220:

- What is it? Biodegradable chelating agent.
- What does it do? Helps prep hair for cleansing.
 - Biodegradable non-hygroscopic, water-soluble chelating agent

Citric Acid

- What is it? Naturally derived from citrus.
- What does it do? Balance PH levels.

Lincocide-K:

- What is it? Preservative.
- What does it do? Inhibits the growth of bacteria, yeast & mold.
 - Liquid based preservative inhibiting growth of bacteria, yeast, and mold. Contains lincomycin hydrochloride, which is the monohydrated salt of lincomycin, a substance produced by the growth of a member of the lincolnensis group of Streptomyces lincolnensis

Panthenol:

- What is it? Natural occurring humectant.
- What does it do? Emollient, glossifier, detangler & moisturizing agent.
 - A naturally occurring material that adds several beneficial properties to hair care formulations. It is a humectant, emollient, glossifier, detangler and moisturizing agent. It is highly water soluble and is also easily removable with mild plant-derived oils or via conditioner cleansing

Jojoba Oil:

- What is it? Natural oil derived from seeds.
- What does it do? Moisturizes & protects hair.
 - Oil derived from the seed of the simmondsia chinensis shrub. Used as a moisturizer to protect against dryness, breakage, and split ends.