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FORMULATION BOOKLET

*TRENDING TEXTURES & LONGEVITY
FOR HAIR & BODY 2026*

by Maha Living Science Technical Team



Texture Is No Longer Just a Feeling. It's the Story..

Dove's exfoliating scrub didn't go viral just because it was a scrub — it went viral because it felt like whipped cream, not sand. That contrast between a gritty function and a soft, creamy touch is exactly what's driving texture trends across hair and body care right now.

Our Scalp Treatment Salt Scrub and Timeless Skin Body Shower Scrub follow the same logic, while the Bubble Sparkling Scalp Mask brings that same "surprising softness" to a foaming format.

This booklet brings together MAHA's most engaging textures for 2026 — each one formulated not just to feel fun, but to actually perform and hold up in real production.



FORMULATION BOOKLET

TRENDING TEXTURES & LONGEVITY FOR HAIR & BODY 2026

- 1 Bubble Sparkling Scalp Mask
- 2 Sebum Absorb Shampoo Mask
- 3 Scalp Treatment Salt Scrub
- 4 Timeless Skin Body Shower Gel Scrub
- 5 Soft Body Scrub Cleanser



Formula 1

Bubble Sparkling Scalp Mask



Concept/ Key highlight :

An innovative gel shampoo that transforms into oxygen-rich micro-bubbles to deeply cleanse the scalp, remove excess sebum and buildup, and support healthier, fuller-looking hair with sulfate-free amino acid surfactants and bio-actives.

Main Ingredient :

Active: Natori Phytopeel, Natori Hydrolyze Keratin 0.1C HD, Pumpkin Toniq

Base: Napure SLMI 40, Napure C-HP, TC-SHD 35, Emul 400, Polyquta 200L

Phase	Material	INCI NAME	Function	Origin	% W/W
A	DI Water	Aqua	Solvent	-	q.s. to 100
	Emul 400	Acrylates Copolymer	Viscosity Controlling	Tinci	3.00
B	Glycerin	Glycerin	Humectant	-	10.00
	Plyquta 200L	Polyquaternium-4	Film former, Moisturizing	Tinci	0.20
C	Napure SLMI 40	Aqua, Sodium Lauroyl Methyl Isethionate	Surfactant	Tinci	20.00
	TC-SHD 35	Aqua, Cocamidopropyl Hydroxysultaine	Surfactant	Tinci	8.00
	TC-MAB 40CD	Aqua, Disodium Cocoamphococoacetate	Surfactant	Tinci	10.00
	Napure C-HP	Aqua, Sodium Cocoyl Methyl Taurate	Surfactant	Tinci	10.00
D	Natori Phytopeel	Ananas Sativus (Pineapple) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Ficus Carica (fig) Fruit Extract, Pentylene Glycol, Glycerin, Xanthan Gum	Exfoliating Agent	Ecoori	2.00
	Natori Exobrew YT	Saccharomyces Cerevisiae Extract, Butylene Glycol, 1,2-Hexanediol	Anti-Hair loss, Decreased scalp desquamation	Ecoori	0.10
	Natori Hydrolyze Keratin 0.1C HD	Hydrolyzed Keratin, 1,2- Hexanediol, Water	Retain moisture, Reduces frizz & flyaways	Ecoori	1.00
	Pumpkin Toniq	Hydrolyzed Pumpkin Seedcake, Sodium Benzoate	Hair Shine, Frizz reduction	TUBC	1.00
E	DI Water	Aqua	Solvent	-	5.00
	TEA 99%	Triethanolamine	Buffer	-	0.30
F	Glydant	DMDM Hydantoin	Preservative	-	0.30
	Fragrance	Parfum	Masking	-	0.20
G	Bubble Max	Methyl Perfluorobutyl Ether, Methyl Perfluoroisobutyl Ether	Bubble Generator	-	5.00
TOTAL					100.00

Procedure

- 1 Add Phase A into main beaker and mix until Emul 400 is completely dispersed and homogeneous.
- 2 Premix Phase B separately until homogeneous.
- 3 Slowly add Phase B into Phase A under overhead stirring and mix until homogeneous.
- 4 Heat the mixture to 70–75°C and maintain stirring until all materials are completely melted and the solution becomes clear.
- 5 Cool down 40–45°C, add Phases C to G sequentially, ensuring each phase is completely incorporated before adding the next. Mix gently until uniform.

Remark:

Minimize air incorporation during the manufacturing process. After adding Bubble Max, avoid excessive agitation and air entrapment, as this may trigger premature bubble generation.

Properties

Appearance: Clear gel
Odour: Characteristic
pH @ 25°C: 6.50-7.00



*Reference Formula :
MINTREE Sparkling
Scalp Scaler

Formula 2

Sebum Absorb Shampoo Mask



Concept/ Key highlight :

A deep detoxifying scalp mask and cleansing treatment engineered to target excess sebum and environmental pollutants. Powered by natural oil-absorbing seed powders and charcoal, it deeply purifies the scalp while premium actives work in synergy to fight hair loss, control oil production, and restore brilliant shine for a refreshed, weightless, and healthy scalp environment.

Main Ingredient :

Active: Aczero

Base: Polyquta 200L, Napure SCI 85, Napure C-HP, TC-SHD 35

Phase	Material	INCI NAME	Function	Origin	% W/W
A	DI Water	Aqua	Solvent	-	q.s to 100
	Glycerin	Glycerin	Humectant	-	10.00
	Polyquta 200L	Polyquaternium-4	Conditioning Agent	-	1.00
B	Napure SCI 85	Sodium Cocoyl Isethionate	Surfactant	Tinci	15.00
	TC-SHD 35	Aqua, Cocamidopropyl Hydroxysultaine	Surfactant	Tinci	6.00
	TC-MAB 40CD	Aqua, Disodium Cocoamphococoacetate	Surfactant	Tinci	5.00
	Napure C-HP	Aqua, Sodium Cocoyl Methyl Taurate	Surfactant	Tinci	10.00
	TCN-8100	Bis-aminopropyl Dimethicone	Film former, Repairing	Tinci	0.50
C	DI Water	Aqua	Solvent	-	10.00
	Olive Crush 50 µm	Olea Europaea (Olive) Seed Powder	Oil absorbent	TUBC	8.00
	Charcoal 100 µm	Charcoal Powder	Detoxifying, Cleansing	TUBC	1.00
D	DI Water	Aqua	Solvent	-	3.00
	NaCl	Sodium Chloride	Thickener	-	0.50
E	Natori Exobrew YT	Saccharomyces Cerevisiae Extract, Butylene Glycol, 1,2-Hexanediol	Anti-Hair loss, Decreased scalp desquamation	Ecoori	0.10
	Pumpkin Toniq	Hydrolyzed Pumpkin Seedcake, Sodium Benzoate	Hair Shine, Frizz reduction	TUBC	1.00
	Aczero	Salix Alba (Willow) Bark Extract, Camellia Sinensis Leaf Extract, Centella Asiatica Leaf Extract, Cladosiphon Okamuraanus Extract, Coffea Arabica (Coffee) Seed Extract, Citrus Aurantium Bergamia (Bergamot) Leaf Extract, Pinus Densiflora Leaf Extract, Decyl Glucoside, 1,2-Hexanediol	Scalp sebum reduction	T.E.N	0.10
	Glydant	DMDM Hydantoin	Preservative	-	0.30
	Fragrance	Parfum	Masking	-	0.20
	TOTAL				100.00

Procedure

- Combine Phase A into main beaker. Heat up to 70-75 °C until Polyquta 200L completely swelling and clear.
- Add Phase B sequentially to main beaker. Mix using an overhead stirrer and while maintaining 70-75 °C until fully melted and clear.
- Pre-mix Phase C and the add into main beaker.
- Gradually cool the mixture to 40-45 °C.
- Add Phase D and E to main beaker. Continue mixing until the final solution is completely homogeneous.

Properties

Appearance: Black lotion
Odour: Characteristic
pH @ 25°C: 5.50-6.50



*Reference Formula :
Kérastase Spécifique Argile
Equilibrante Detox Clay

Formula 3

Scalp Treatment Salt Scrub



Concept/ Key highlight :

An advanced Sulfate-Free Foaming Scalp Salt Scrub with 35% sea salt that transforms into a rich, creamy lather to remove excess sebum, dandruff, and buildup. Enriched with bio-actives and hydrolyzed proteins to purify the scalp and promote healthier, stronger-looking hair.

Main Ingredient :

Active: Natori Exobrew YT

Base: Napure SCI 85, Napure C-HP, Amin LS 30B, Guar 14S

Phase	Material	INCI NAME	Function	Origin	% W/W
A	Glycerin	Glycerin	Humectant	-	q.s. to 100
	Xanthan Gum	Xanthan Gum	Rheology modifier	-	0.20
	Guar 14S	Guar Hydroxypropyltrimonium Chloride	Conditioning agent	Tinci	0.30
B	DI water	Aqua	Solvent	-	7.00
	Napure SCI 85	Sodium Cocoyl Isethionate	Surfactant	Tinci	6.00
	Napure C-HP	Aqua, Sodium Cocoyl Methyl Taurate	Surfactant	Tinci	6.00
	Amin LS 30 B	Aqua, Sodium Lauroyl Sarcosinate	Surfactant	Tinci	5.00
	TC-LAB 35B	Lauramidopropyl Betaine	Surfactant	Tinci	5.00
	TC-SHD 35	Aqua, Cocamidopropyl Hydroxysultaine	Surfactant	Tinci	5.00
C	Natori Multibiome HD	Lactobacillus/Soybean Ferment Extract, Lactobacillus/Rice Ferment, Saccharomyces/Rice Ferment Filtrate, Lactobacillus/Soymilk Ferment Filtrate, Lactobacillus/Punica Granatum Fruit Ferment Extract etc.	Anti-aging, brightening, moisturizing	Ecoori	0.10
	Natori Exobrew YT	Saccharomyces Cerevisiae Extract, Butylene Glycol, 1,2-Hexanediol	Anti-Hair loss, Decreased scalp desquamation	Ecoori	0.10
	Natori Hydrolyze Keratin 0.1C HD	Hydrolyzed Keratin, 1,2- Hexanediol, Water	Retain moisture, Reduces frizz & flyaways	Ecoori	1.00
	Pumpkin Tonic	Hydrolyzed Pumpkin Seedcake, Sodium Benzoate	Hair shine, Frizz reduction	TUBC	1.00
	Glydant	DMDM Hydantoin	Preservative	-	0.30
	Fragrance	Parfum	Masking	-	0.20
D	NaCl	Sodium Chloride	Exfoliating	-	35.00
TOTAL					100.00

Procedure

- 1 Combine Phase A into main beaker. Heat up to 70-75 °C until Polyquta 200L completely swelling and clear.
- 2 Add Phase B sequentially to main beaker. Mix using an overhead stirrer and while maintaining 70–75 °C until fully melted and clear.
- 3 Gradually cool the mixture to 40–45 °C.
- 4 Add Phase C and D to main beaker. Continue mixing until the final solution is completely homogeneous.

Properties

Appearance: White cream with salt scrub
 Odour: Characteristic
 pH @ 25°C: 5.50 - 6.50



*Reference Formula :
 Dr.FORHAIR Folligen
 Thickening Sea Salt Scalp
 Exfoliator

Timeless Skin Body Shower Gel Scrub



Concept/ Key highlight :

Body shower scrub gently exfoliates while deeply nourishing the skin. Infused with advanced Microbiome science and Phyto-Collagen, it restores the skin barrier, leaving your skin visibly brighter, smoother, and youthfully radiant without stripping natural moisture. Formulated with alternative sulfate cleansers that create a rich, creamy lather. It effectively purifies the skin while maintaining its natural pH and moisture balance.

Main Ingredient :

Active: Raspberry Crush, Natori Phyto Collagen 0.1C HD

Base: Emul 400, Napure C-FA, TC-SHD 35

Phase	Material	INCI NAME	Function	Origin	% W/W
A	DI Water	Aqua	Solvent	-	q.s. to 100
	EDTA 2Na High Grade	Disodium EDTA	Chelating Agent	-	0.10
	Glycerin	Glycerin	Humectant	-	5.00
	Napure SCI 85	Sodium Cocoyl Isethionate	Anionic Surfactant	Tinci	6.00
B	DI Water	Aqua	Solvent	-	20.00
	Emul 400	Acrylate Copolymer	Rheology Modifier	Tinci	7.00
C	DI Water	Aqua	Solvent	-	5.00
	TEA 99%	Triethanolamine	Buffer	-	1.10
D	TC-SHD 35	Aqua, Cocamidopropyl Hydroxysultaine	Amphoteric Surfactant	Tinci	7.00
	Napure C-FA	Aqua, Sodium Cocoyl Methyl Taurate	Anionic Surfactant	Tinci	3.00
E	DI Water	Aqua	Solvent	-	5.00
	Raspberry Crush	Rubus Idaeus (Raspberry) Seed Powder	Exfoliating	TUBC	0.50
F	Natori Multibiome HD	Lactobacillus/Soybean Ferment Extract, Lactobacillus/Rice Ferment, Saccharomyces/Rice Ferment Filtrate, Lactobacillus/Soymilk Ferment Filtrate, Lactobacillus/Punica Granatum Fruit Ferment Extract etc.	Anti-aging, brightening, moisturizing	Ecoori	0.10
	Natori Phyto Collagen 0.1C HD	Hydrolyzed Extensin, 1,2-Hexanediol, Water	Moisturizing, anti-aging, anti-wrinkle	Ecoori	0.10
	Natori Phytopeel	Ananas Sativus (Pineapple) Fruit Extract, Carica Papaya (Papaya) Fruit Extract, Ficus Carica (fig) Fruit Extract, Pentylene Glycol, Glycerin, Xanthan Gum	Exfoliating	Ecoori	0.10
	Raspberry Nectra	Rubus Idaeus (Raspberry) Seed Oil	Nourishing	TUBC	0.10
	Moistboom	Vaccinium Myrtillus Fruit Extract, Pueraria Lobata Root Extract, Phragmites Communis Extract, Trifolium Pratense (Clover) Extract, Propanediol, 1,2-Hexanediol	Real moisturizing	T.E.N.	0.10
	Glydant	DMDM Hydantoin	Preservative	-	0.30
	Fragrance	Parfum	Masking	-	0.50
TOTAL					100.00

Procedure

- 1 Combine Phase A into main beaker. Heat to 70–75 °C until the Napure SCI 85 is completely melted.
- 2 Pre-mix Phase B and the add into main beaker. Mix using an overhead stirrer until the mixture is homogeneous, while maintaining 70–75 °C.
- 3 Add Phase C sequentially to main beaker. Mix using an overhead stirrer until the mixture is homogeneous, while maintaining 70–75 °C.
- 4 Gradually cool the mixture to 40–45 °C.
- 5 Add Phase E and F to the main beaker. Continue mixing until the final solution is completely homogeneous.

Properties

Appearance: Clear gel with scrub
 Odour: Characteristic
 pH @ 25°C: 5.50-6.50

*Reference Formula :
 Watsons Summer Berries
 Exfoliating Body Wash



✦ Formula 5 ✦

Soft Body Scrub Cleanser



Concept/ Key highlight :

A daily body exfoliating cleanser designed to gently remove dead skin cells while maintaining the skin's moisture barrier. The creamy lather and natural exfoliating particles leave skin noticeably smoother, softer, and more radiant.

Main Ingredient :

Active: Raspberry CRUSH small
Base: Napure SLI 80, Napure C-FA

Phase	Material	INCI NAME	Function	Origin	% W/W
A	Water	Water	Solvent	-	33.85
	Glycerin	Glycerin	Humectant	-	30.00
	Napure SLI 80	Sodium Lauroyl Isethionate	Surfactant	TINCI	25.00
	Napure C-FA	Sodium Methyl cocoyl Taurate	Surfactant	TINCI	1.00
	Amin LGNa	Sodium Lauroyl Glutamate	Surfactant	TINCI	0.50
	TC-SHD 50	Cocamidopropyl Hydroxysultain	Surfactant	TINCI	2.00
	Palmitic Acid 56%, Stearic Acid 44%	Palmitic Acid 56%, Stearic Acid 44%	Surfactant	-	1.00
	Cetearyl Alcohol	Cetearyl Alcohol	Surfactant	-	1.50
B	Fragrance	Fragrance	fragrance	-	1.00
C	1,2-Hexandiol	1,2-Hexanediol	Preservative	-	2.00
D	Kaolin (white)	Kaolin	scrub	-	0.15
E	Gardenia Florida Fruit Extract 0.6%Sol	Gardenia Florida Fruit Extract	Red Color	-	1.00
F	Raspberry crush (315-500µm)	Rubus Idaeus Seed Powder	Scrub	TUBC	1.00
TOTAL					100.00

Procedure

- 1 Heat Phase A to 75°C while stirring until completely dissolved and homogeneous.
- 2 Cool the mixture to 50°C, then add Phases B, C, D, E, and F sequentially, mixing thoroughly after each addition until homogeneous.
- 3 Continue stirring while cooling to below 40°C before filling.

Properties

Appearance: Light Pink Cream Cleanser
pH @ 25°C: 5.0-5.5



*Reference Formula :
Dove - Ice Cream Body Scrub

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For more information about our product,
please contact us at:

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