



Shampoo formulations use blends of surfactants to produce the desired qualities. These two products each declare in their labels two popular surfactants: laureth sulfate and coco-amidopropylbetaine. Anionic laureth sulfate surfactants feature good water solubility, high foam, and good cleaning properties; typically they are mixtures of C12, C14 and C16 alkyl chains, with varying degrees of ethoxylation. Zwitterionic coco-amidopropylbetaine has moderate cleaning properties, and low irritation to mucous membranes. The Acclaim Surfactant Plus column reveals that the grades and proportions of ingredients the two products are different.