

A hand holding a round, white soap bar against a sunset background. The sun is low on the horizon, creating a warm, orange glow. The background is slightly blurred, showing a beach and the ocean.

eBook

WIDELY AVAILABLE STAR INGREDIENTS
I RECOMMEND USING TO MAKE
PERFECT SHAMPOO BARS

www.wild-ona.com



Have you ever been excited to make your own shampoo bar, only to feel deflated when you discover the ingredients in your chosen recipe aren't available in your country?

While the suggested substitutes would require completely reformulating the entire recipe? I've been there too!

When I began formulating shampoo bars for Wild Ona®, I made it a priority to select ingredients that are widely available globally. This approach ensures you won't hit frustrating supply chain roadblocks that might cause you to abandon your shampoo bar making journey altogether.

In this guide, you'll discover the star quality ingredients I personally use in my Wild Ona® shampoo bars—all chosen specifically because they can be sourced worldwide. These ingredients not only perform beautifully but will save you the disappointment of planning a formulation you can't actually create.

In second the section, I've included a comprehensive list of worldwide suppliers to make your ingredient hunt even easier. If you have additional suppliers to suggest, please let me know so I can share them with our community! :)

Kristina xx



Star Ingredients

Let's review our star ingredients that will help you create perfect shampoo bars, no matter where you are in the world.

Essential Surfactants

Sodium Cocoyl Isethionate (SCI)

INCI: Sodium Cocoyl Isethionate

A gentle, naturally derived surfactant that creates rich, creamy lather while being mild enough for sensitive skin. SCI offers excellent cleansing properties without stripping the hair of its natural oils. Its low pH and exceptional mildness make it the cornerstone of any quality shampoo bar.

Sodium Lauryl Sulfoacetate (SLSA)

INCI: Sodium Lauryl Sulfoacetate

Not to be confused with SLS, this surfactant provides excellent foaming properties while remaining gentle on the scalp. SLSA creates the satisfying lather consumers expect while cleansing effectively. Its stability in hard water makes it particularly valuable in various geographical locations.

Cocamidopropyl Betaine

INCI: Cocamidopropyl Betaine

This amphoteric surfactant derived from coconut oil enhances the mildness of your formula while improving lather quality. It acts as a fantastic secondary surfactant that boosts foam stability and adds conditioning properties. Its ability to reduce irritation from other surfactants makes it invaluable in balanced formulations.

Conditioning Agents

BTMS-25 or BTMS-50

INCI: Behentrimonium Methosulfate and Cetearyl Alcohol or Behentrimonium Methosulfate and Cetyl Alcohol

These exceptional conditioning agents have nothing to do with sulfates! Derived from rapeseed and coconut oils, BTMS compounds provide professional-level conditioning while helping create a solid, smooth bar structure. They reduce static, improve detangling, and leave hair feeling silky without buildup.

Cetyl Alcohol or Cetearyl Alcohol

INCI: Cetyl Alcohol or Cetearyl Alcohol

These are not drying alcohols like ethanol! These fatty alcohols derived from rapeseed and coconut oils serve multiple crucial functions: they provide softening and hydrating properties while acting as thickeners that help create the perfect bar consistency.

Enriching Additives

Panthenol (Provitamin B5)

INCI: Panthenol

A true star ingredient that protects hair from styling and environmental damage by locking in moisture. Panthenol penetrates the hair shaft, adding volume and shine while strengthening from within.

Carrier Oils and Butters (of your choice)

A variety of natural oils and butters can be incorporated based on hair type needs. These ingredients add moisturizing properties, slip, and additional conditioning benefits while allowing for customization. Options include shea butter, cocoa butter, jojoba oil, argan oil, and many others.

Botanical Powders and Clays (of your choice)

These natural additives can be tailored to specific hair needs – from balancing oily scalps to adding volume. They also allow for natural colorants and targeted treatments while enhancing the artisanal quality of your bars.

Essential Oils (of your choice)

Beyond providing delightful scents, properly selected essential oils can add therapeutic properties to your shampoo bars. They allow for customization based on scalp needs while creating signature aromas that set your products apart.



Worldwide Supplier List

UK

Bay House Aromatics: bayhousearomatics.com

The Soapery: thesoapery.co.uk

US

Bulk Apothecary: bulkapothecary.com

Crafter's Choice: crafters-choice.com

CANADA

Windy Point Soap Making Supplies: windypointsoap.com

AUSTRALIA

Aussie Soap Supplies: aussiesoapsupplies.com.au

NEW ZEALAND Go Native: gonative.co.nz

SOUTH AFRICA cosmeticstudio.co.za

UAE: Natures Key: www.natures-key.com

INDIA: Chemhouse: indiamart.com

TAIWAN: Bulk Actives - www.bulkactives.com

MALAYSIA: YKLpersonalcare.com

PHILIPPINES: craftology.ph

SINGAPORE: rawessentials.sg/shop

EUROPE:

AUSTRIA: Kosmetikmacherei - kosmetikmacherei.at

BELGIUM: Aromat Easy - aromateasy.net

BULGARIA: Domaneh - domashensapun.com

CROATIA: Kemig 4 U - kosarica.hr

Czech Republic: Nature Store - nature-store.cz

DENMARK: icsc.dk

FRANCE: Aroma Zone - aroma-zone.com

ESTONIA: relumee.ee

GERMANY: Behawe - behawe.com

GREECE: Orestis Craft Center - candlemaking.gr

HUNGARY: Cosmio - webshop.cosmio.hu

ITALY: Glamour Cosmetics - glamourcosmetics.it

NETHERLANDS: Avantgarde Cosmetics -
avantgardecosmeticswebwinkel.nl

PORTUGAL: Plena Natura - plena-natura.pt

SPAIN: Cosmetic Natural Casera Shop - cremas-caseras.es

SWEDEN: organicmakers.se

Can't find your country in the list? Simply search Google using the ingredient's INCI name and your location (e.g., "buy sodium cocyl isethionate powder in Estonia").
Need assistance? Contact me at info@wild-ona.com



Ready to Start Formulating?

Now that you know the key ingredients needed to make shampoo bars, you may be wondering how to combine them into effective formulas.

In my Shampoo Bar Masterclass, I share proven recipes and techniques that utilise these exact ingredients. You'll learn precise formulations, proper ratios, and professional techniques that transform these individual components into exceptional finished products.

Learn more about the Masterclass [here](#).

