

A hand holding a round, white soap bar against a sunset background. The background is a soft-focus image of a sunset over a beach, with the sun low on the horizon and its light reflecting on the water. The hand is positioned in the upper right, holding the soap bar. The overall tone is warm and natural.

Star Ingredients

WHAT GOES INTO THE SHAMPOO BARS
I TEACH IN MY MASTERCLASS

www.wild-on.com

Introduction

In this guide, you'll find the exact ingredients I used to create my Wild Ona® Original shampoo & conditioner bars.

I no longer make and sell them, but these are still the same ingredients and principles I now teach in my Shampoo & Conditioner Bar Masterclass.

Each ingredient plays an important role in making the bars gentle, effective, and beautifully balanced. My goal is to help you understand what goes into them and why these specific ingredients work so well together.

You'll also find a link where you can check whether these ingredients are available in your country, so you can familiarise yourself and feel confident before joining the Masterclass or starting your own formulating journey.



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The cleansing power of a shampoo bar comes from its surfactants — the ingredients responsible for gently lifting away dirt and oil. I selected *mild, naturally derived* surfactants that cleanse effectively without drying the scalp and hair:

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.

Cocamidopropyl Betaine

INCI: Cocamidopropyl Betaine

This liquid surfactant is derived from coconut oil and is used to enhance the mildness of the formula and boost foam stability. It works synergistically with SCI to create a well-balanced, stable bar.



Conditioning Ingredients

Conditioning ingredients make the hair soft, smooth, and easy to manage. They reduce friction, improve detangling, and add a silky finish without heaviness. In my formulas, they also help bind the ingredients, increase viscosity and mouldability.

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 provides professional-level conditioning, reduces static, detangles, and leaves hair feeling silky.

Cetyl Alcohol or Cetearyl Alcohol

INCI: Cetyl Alcohol or Cetearyl Alcohol

Not to be confused with drying alcohols like ethanol, these fatty alcohols are derived from rapeseed and coconut oils. They provide softening and hydrating properties to the hair and help create the perfect bar consistency.



Active Ingredients

A shampoo bar consists primarily of cleansing ingredients, an optimum amount of conditioning ingredients, and lastly active ingredients to deliver a range of benefits to the hair and scalp:

Panthenol (Provitamin B5) is 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.

Natural Oils and Butters provide nourishment and softness.

Botanical Powders and Clays support scalp health, add light purification, and offer gentle, plant-based care.

Essential Oils contribute both aroma and function, helping to balance and refresh the scalp while enhancing the overall experience.

Preservative ensures product safety by preventing microbial growth, keeping the bar stable and effective throughout its use.

For **conditioner bars**, the main ingredients are the conditioning agents (BTMS and cetyl alcohol) along with a few active ingredients such as panthenol, natural oils, and butters. This approach keeps stock management simple and minimises the need for separate ingredients.

Use my [Worldwide Suppliers List](#) to find reliable sources for all the ingredients mentioned in this guide.

I hope you found this guide useful and that it answered your questions.

Just to let you know, the **Masterclass** is designed with simplicity in mind. I've intentionally chosen widely available ingredients, so you won't face supply issues or need to manage hundreds of materials when creating a full range of shampoo and conditioner bars.

All formulas are customisable, so you can create your own signature bars.

I also explain how to use substitutes and adapt your formulas for different needs and humid climates.

If you'd like to learn with me, you can find out more about the Shampoo & Conditioner Bars Masterclass [here](#).