

Luxurious Lengthening Mascara

Formula# 12/16-827/421-10

Features

- Adds volume, lengthens, separates and defines lashes.
- Lasts all day, without flaking or smudging.
- Flexible formula, allows for personalization.

Color Cosmetics

Emulsion

Traditional Ingredients

Formula

Kostol PGP

Non-ionic o/w emulsifier. Provides a quick break and light feel, without affecting viscosity. Designed for multiple formula types, wide pH tolerance. Usage level 2-6%.

Kester Wax SWR

Vegan wax blend designed to mimic the properties of natural shellac wax. Thickener, film former, structurant, fixative and gloss agent. Usage level 2-20%.

White Beeswax

Natural wax produced by honeybees. Multifunctional; excels at making anhydrous formulas soft and pliable, and making emulsions glossy, thick and with excellent pickup. Structurant, plasticizer, thickener.

Trade Name	INCI Name	%
<i>Phase A</i>		
Deionized Water	Aqua	47.9
Acacia Gum ²	Acacia Senegal Gum	2.0
Propylene Glycol	Propylene Glycol	4.0
Luviskol VA 64 ³	VP/VA Copolymer	3.0
Ink Black Chip AQ ⁴	Black 2 (CI 77266), Polyester-5, PVP, Laureth-4	5.0
Euxyl K 900 ⁵	Benzyl Alcohol (and) Ethylhexylglycerin	0.8
Triethanolamine	Triethanolamine	1.5
<i>Phase B</i>		
Kostol PGP¹	Polyglyceryl-3 Stearate, Beheneth-5	1.5
Kester Wax SWR¹	C20-40 Alcohols, Behenyl Behenate, Copernicia Cerifera (Carnauba) Wax, Glycol Distearate, Montan Acid Wax	10.0
White Beeswax¹	Beeswax	8.0
Stearic Acid	Stearic Acid	2.0
Belsil DM100 ⁵	Dimethicone	4.0
<i>Phase C</i>		
Fiberlon AC ⁶	Cellulose	0.3
Avalure UR 450 ⁷	PPG-17/IPDI/DMPA Copolymer	5.0
SD Alcohol	Alcohol Denat	5.0

Procedure

- Combine Phase A ingredients one at a time, mixing until uniform after each addition, while heating to 80-85 °C.
- Heat Phase B until melted and uniform, and then add to Phase A. Mix at high speed until emulsion is formed and smooth.
- Cool slowly to 40 – 45 °C, and add Phase C one ingredient at a time, mixing well after each addition. Adjust pH as needed.

Stability Information:

Three months at room temperature, three months at 45 °C, three freeze/thaw cycles.

Supplier Information:

1. Koster Keunen, Inc.; 2. Spectrum; 3. BASF; 4. Vantage; 5. Brenntag Specialties; 6. Sensient; 7. Lubrizol.

Looking for additional formulas? Try our Formula Selector Tool at: kosterkeunen.com/pcformulationguide