Wide-Eyed Luminous Mascara

- Conventional o/w mascara formula.
- Mass market formula.

Ingredient Trade Name	INCI Name	%
Phase A		
Deionized Water	Aqua	56.0
Solagum AX[2]	Acacia Senegal Gum (and) Xanthan Gum	1.0
Butylene Glycol[3]	Butylene Glycol	3.0
HDK N20 Pyrogenic Silica[4]	Silica	1.0
Tealan 99[5]	Triethanolamine	0.5
Phase B		
Kostol PGP[1]	**Polyglyceryl-3 Stearate, Beheneth-5**	**2.5**
SynKos 2050[1]	**Synthetic Wax**	**5.0**
Kester Wax SWR[1]	**C20-40 Alcohols, Candelilla Wax, Carnauba Wax, Glycol Distearate, Montan Acid Wax**	**3.0**
Stearic Acid	Stearic Acid	2.0
Jeechem ISACD[3]	Isostearic Acid	3.0
Indopol H-100[6]	Polyisobutene	4.0
Ganex V-220F4	VP/Eicosene Copolymer	2.0
Unipure Triple Black LC 9907	Iron Oxides CI 77499	10.0
Phase C		
Optiphen[4]	Phenoxyethanol, Caprylyl Glycol	1.0
Std Denatured Alcohol	Alcohol Denat.	6.0

Product	Function	About	% Usage	Natural
Kostol PGP	O/W Emulsifier	Non-ionic, low HLB emulsifier designed for multiple formula types, including low pH systems.	2-6%	
SynKos 2050	Thickening, Texturizing	Economical synthetic wax for thickening systems.	1-20%	
Kester Wax SWR	Structurant	Main wax structurant	1-20%	

PROCEDURE

- Combine Phase A ingredients one at a time and heat to 80 – 85 °C with mixing.
- Combine Phase B ingredients and heat to 80 – 85 °C.
- Once both Phases are at homogenous and at temperature, add Phase B to Phase A and increase mixing speed.
- Mix at high speed until emulsion is smooth.
- Cool with slower mixing to 50 - 55 °C and add Phase C ingredients.
- Pump into containers.

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

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

Supplier information: 1; Koster Keunen, Inc.; 2. Seppic; 3. Jeen; 4. Brenntag Specialties; 5. Rita; 6. INEOS; 7. Sensient

KOSTER KEUNEN

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Formula: #4/21-402/858-3