

Wide-Eyed Luminous Mascara

- Conventional o/w, Mass Market formula

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

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 PGP¹	Polyglyceryl-3 Stearate, Beheneth-5	2.5
SynKos 2050¹	Synthetic Wax	5.0
Kester Wax SWR¹	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-220F ⁴	VP/Eicosene Copolymer	2.0
Unipure Triple Black LC 990 ⁷	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.

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

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

