

# Lash Effect Natural Mascara

KOSTER  KEUNEN

Color Cosmetic

Emulsion

Natural / Clean

- Natural formula
- Flexible formula for personalization
- Viscous formula for many brush options

Product	Function	About	% Usage	Natural
Kostol Natural E	O/W Emulsifier	PEG-Free, natural emulsifier. Thickens well and provides a light to medium, wet break. Can be used as a primary or secondary emulsifier.	0.5-8%	x
White Beeswax	Natural thickener, structure, plasticizer and particle suspension.	Multifunctional, natural wax that increases stability, compatibility, prevents syneresis, offers many texture options. Makes anhydrous formulas soft and pliable, makes emulsions glossy, thick and with excellent pickup.	0.5-25%	x
Rice Bran Wax (wax#224)	Structurant, Provides Maximum Stability	Natural wax with higher melting point and good structuring capabilities.	0.5-25%	x

Ingredient Trade Name	INCI Name	%
Phase A		
Deionized Water	Aqua	60.3
Glycerin	Glycerin	3.0
Keltrol CG-SFT <sup>5</sup>	Xanthan Gum	0.2
CELL-U-LASH 150 <sup>6</sup>	Cellulose	1.0
Potassium Hydroxide	Potassium Hydroxide	0.5
Phase B		
Kostol Natural E <sup>1</sup>	Behenyl Alcohol, Polyglyceryl-3 Stearate	3.0
White Beeswax <sup>1</sup>	Beeswax	6.0
Rice Bran Wax (wax#224) <sup>1</sup>	Oryza Sativa (Rice) Bran Wax	3.0
Stearic Acid 92%	Stearic Acid	2.0
Sunflower Oil (High Oleic) <sup>2</sup>	Helianthus Annuus (Sunflower) Seed Oil	5.0
Unipure Triple Black LC 990 <sup>3</sup>	Iron Oxides CI 77499	12.0
Phase C		
NatPure Film AP <sup>3</sup>	Pullulan (and) Sorbitol (and) Trehalose (and) Acacia Senegal Gum	3.0
Optiphen ND <sup>4</sup>	Phenoxyethanol, Benzoic Acid, Dehydroacetic Acid	1.0

## PROCEDURE

- Premix glycerin and xanthan gum, add to Phase A and disperse well, heat to 80-85 °C.
- Melt and mix Phase B materials, except for the pigment.
- Once the Phase B materials are melted, slowly add the pigment under agitation and heat to 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 60°C and add Phase C ingredients.
- Continue mixing while cooling to 50°C or lower.
- Pump into containers.

Formula: 3/20-224/421/420-10

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. Barentz 3. Sensient, Inc.  
4. Brenntag Specialties. 5. CP Kelco 6. Kobo

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