

# XTRA Lash Effect Mascara – Natural

Formula# 10/22-224/421/420-1

## Features

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

## Color Cosmetics

Anhydrous

Natural/ Clean

## Formula

### Kostol Natural E

Natural, PEG-free nonionic o/w emulsifier. Provides a light to medium, wet break, low thickening. Can be used as a primary or secondary emulsifier. Usage level 2-8%.

### 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.

### Rice Bran wax (Wax# 224)

Natural wax extracted from rice bran oil. Very high melting point and structuring capabilities, increases stick structure and stability. Structurant. Usage level 1-20%.

Trade Name	INCI Name	%
<i>Phase A</i>		
Deionized Water	Aqua	55.3
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
<i>Phase B</i>		
<b>Kostol Natural E<sup>1</sup></b>	<b>Behenyl Alcohol, Polyglyceryl-3 Stearate</b>	<b>3.0</b>
<b>White Beeswax<sup>1</sup></b>	<b>Beeswax</b>	<b>6.0</b>
<b>Rice Bran Wax (Wax# 224)<sup>1</sup></b>	<b>Oryza Sativa (Rice) Bran Wax</b>	<b>3.0</b>
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
<i>Phase C</i>		
NatPure Film AP <sup>3</sup>	Pullulan (and) Sorbitol (and) Trehalose (and) Acacia Senegal Gum	8.0
Optiphen ND <sup>4</sup>	Phenoxyethanol, Benzoic Acid, Dehydroacetic Acid	1.0

## Procedure

- Combine Phase A ingredients (premix glycerin and xanthan gum before adding), mix and heat to 80-85 °C.
- Mix and melt Phase B materials, except for the pigment. Once the materials are melted, slowly add the pigment and mix.
- Once both Phases are at homogenous and at temperature, add Phase B to A and increase mixing speed.
- Mix at high speed until emulsion is smooth, the cool with slower mixing to 60°C and add Phase C ingredients.
- Continue mixing while cooling to 50°C or lower and pump into containers.

### Stability Information:

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

### Supplier Information:

1. Koster Keunen, Inc.; 2. Maroon Group; 3. Sensient, Inc.; 4. Brenntag Specialties.; 5. CP Kelco; 6. Kobo.

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