



IOI OLEOCHEMICAL

Be more natural! Mascara



Show your true colors – naturally!

This mild O/W mascara accentuates your lashes or brows in a completely natural way & with an NOC of over 0.98.

Besides W/O emulsions and water-free concepts, O/W emulsions are very popular for mascara formulations, as they offer a faster drying, low to medium water resistance and are easy(er) to remove. The mild emulsifier **IMWITOR® 375** provides a stable formula, while **SOFTISAN® 649** leads to improved film formation, increased water resistance and reduced crumbling.

This mascara is easy to apply, coats each lash and adds volume and density - thanks to **SOFTISAN® 649** in combination with cellulose fibers.

Show your true colors - naturally with the **Be more natural! Mascara**. 100% vegan, formulated with > 98% natural ingredients, fragrance-free & gender-neutral concept.



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No.: 867

PHASE	TRADE NAME	INCI	%	FUNCTION
A	Water demin.	Aqua	46.98	Diluent
A1	Solagum™ AX	Acacia Senegal Gum (and) Xanthan Gum	1.50	Gelling Agent
A1	GreenDiol™	2,3-Butanediol	5.00	Humectant
A2	Sunpuro Black Iron Oxide	CI 77499	10.00	Pigment
A3	Vitacel® CS 300 FC	Cellulose	2.00	Fiber
B	IMWITOR® 375	Glyceryl Citrate/ Lactate/Linoleate/Oleate	5.00	Mild O/W Emulsifier
B	IMWITOR® 491	Glyceryl Stearate	4.00	Co-Emulsifier
B	2442L Carnauba Wax	Copernicia Cerifera Cera	3.00	Wax (MP: 80 - 86°C)
B	Compritol® 888 GG MB	Glyceryl Behenate	3.00	Wax (MP: 65 - 77°C)
B	SOFTISAN® 142	Hydrogenated Coco-Glycerides	3.00	Solid Lipid (MP: 42 - 44°C)
B	MIGLYOL® OE	Oleyl Erucate	7.00	Low Diffusion Emollient, Good Adhesion to Waxes
B	SOFTISAN® 649	Bis-Diglyceryl Polyacyladipate-2	8.00	Film-Protector, Long- Lasting-Agent, Anti- Crumbling Effect
C	Rosamox	Helianthus Annuus Seed Oil (and) Rosmarinus Officinalis Leaf Extract	0.02	Antioxidant
C	Lexgard Natural MHG MB	Methylheptylglycerine	1.50	Preservative

PROCESS

1. Heat phase A
2. Mix phase A1, add phase A to A1 (step by step, mix in between (e.g., Speedmixer, 1 min @ 1.600 rpm))
3. Add A2 to A/A1 and mix (Speedmixer, 3 min @ 1.600 rpm)
4. Add A3 to A/A1/A2 and mix (Speedmixer, 3 min @ 1.600 rpm); reheat to 80 - 85°C
5. Heat phase B to 80 - 85°C
6. Add phase B to A/A1/A2/A3 and mix (Speedmixer, 5 min @ 1.600 rpm)
7. Cool to < 40°C (Speedmixer, 800 rpm)
8. Add phase C and mix (Speedmixer, 1 min @ 1.000 rpm)
9. Check pH (5.3 ± 0.2), fill into packaging

FORMULA DATA

Appearance:	Black paste
pH:	5.1 - 5.5
Stability test:	Passed (3 months @ 20 & 40°C, 10 days @ 50°C)
Challenge test:	Passed (according to Ph.Eur. 5.01.03)

