



IOI OLEOCHEMICAL

# Magic Shake-to-Lotion



This minimalist and anhydrous powder formulation consists of only four ingredients. Add cold or hot water and shake - the powder will transform instantly into a light, low-viscosity emulsion. Stirrer, homogenizer, hot plate? Not necessary for this DIY concept.

**SOFTISAN® MagicPOWDER S** is a natural powder multifunctional with instant emulsifying properties. The **Magic Shake-to-Lotion** is not only a fun experience, but also feels good. This formulation has medium gliding, film-forming, and penetration properties, combined with a non-sticky after-feel and a premium soft touch.

This on-the-go formula is completely vegan and 100% natural - perfect for all eco-conscious travelers, INCI readers looking for an emulsifier-free concept or Do-it-yourself enthusiasts.



100%



# Magic Shake-to-Lotion

No.: 871

PHASE	TRADE NAME	INCI	%	FUNCTION
A	<b>SOFTISAN® MagicPOWDER S</b>	<b>Tricaprylin (and) Acacia Senegal Gum</b>	<b>90.00</b>	<b>Magical Synergistic System: Instant Emulsifying &amp; Sensorial Agent</b>
A	Maisita 9040 <sup>1)</sup>	Zea Mays Starch	7.48	Sensorial Modifier
A	Cosphaderm® Sodium LAAS <sup>2)</sup>	Sodium Levulinate (and) Sodium Anisate	2.50	Preservative System
A	Citric Acid	Citric Acid	0.02	pH Agent

<sup>1)</sup> Agrana, <sup>2)</sup> Cosphatec

## PROCESS

Weigh and mix phase A

### Let the magic happen:

**On-the-go concept:** Add 1 part water (cold/ hot / tap water) and 1 part (volume) Magic Shake-to-Lotion into a container with lid and shake

**Lab concept:** Weigh 0.5 - 1 part of water and mix with 1 part (weight) of Magic Shake-to-Lotion

## FORMULA DATA

**Appearance:** Ivory powder

**pH:** n.a.; 6.0 (1 water :  
1 formula w%)

**Viscosity:** n.a.

**Stability test:** Passed (dry powder),  
Once mixed with  
water, this formula is  
designed for single  
use/mono-dose.



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