## Applechem Formulary - Color Cosmetics



## "Your Best Natural Look" Mousse Mascara (MU-ES 002)

A long lasting, smudge-resistant mascara featuring a gel-like mousse texture with impressively high water resistance. The sensorial profile is light and non-waxy with a more natural feel. This is a nonclumping mascara that boosts length and volume of eyelashes.

**Applecare PDS 300** evenly distributes highly- loaded mineral UV filters to provide a smooth sensory with UV-blocking effects. It greatly reduces the tacky afterfeel.

**Sensogel**, a sensorial rheology modifer for emulsion system,s that provides a surprisingly non-tacky, "super-fresh" sensory with a quick-absorbing feature. Stable, consistent performance makes it easy to create a range of textures from sprays to butters by simply varying the usage rate.

**OleoFLEX** are film forming elastomeric texturizers for natural oils. They increase water resistance and lock the UV actives and natural oils onto the skin.

The **OLEOFLEX** unique "flexible" texture makes eye lashes soft and "super flexible", resulting in natural look.

## Specifications

- 50°C oven: 1 month stable
- Freeze-Thaw: Passed 3 cycles

PHASE	INCINAME (TRADE NAME)	USAGE (WT%)
Α	Water	32.37
	Disodium EDTA	0.10
	Sensogel 200	3.00
B <sub>1</sub>	Black Iron Oxide	10.00
	Yellow Carnauba Wax	0.32
	OleoFlex FG 100	2.53
	Applecare PDS 300	0.48
<b>B</b> <sub>2</sub>	OleoFlex FG 100	10.0
	OleoFlex EG 200	10.0
	Polyethylene	2.00
	Ozokerite Wax	3.00
	Isododecane	20.0
	Glycerin Monostearate	2.00
	Ceteareth-20	3.00
	Tocopherol	0.40
С	Preservative	0.80

## **Processing Method**

- 1. Mix Phase A by a propeller (1000 rpm, 5 minutes) until homogenous.
- Heat and mix Phase B<sub>1</sub> (except Black Iron Oxide) 80 85 Celsius. Then slowly add Black Iron Oxide at 1000~2000 rpm and keep mixing for another 15 minutes on a dispersion blade. Use 3 roll-mills to grind the dispersion twice (gap ratio 7:3 then 3:1).
- 3. Mix B<sub>2</sub> separately up to 80 85 Celsius. Then add Phase B<sub>1</sub> to Phase B<sub>2</sub>.
- 4. Pour Phase B into Phase A while mixing by a propeller at 1500 rpm. Continue mixing for 10 15 minutes.
- 5. Cool down to 50 Celsius. Add Phase C and discharge.

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EDITION: AUGUST 2017 REF: CH-SG-200 1709-1