## Applechem Formulary - Cleansing



## Buttery Smooth Cleansing Balm (CL-F 001)

The Buttery Smooth Cleansing Balm is a new type of textured balm that combines a cushioned, gel-like pickup with a soft, shear-thinning sensory during application. No more crinkly cleansing balms with that waxy, candle-like feel! Also features a warming sensation during application to help open up pores for a deeper clean.

It features two separate Applechem technologies - the OleoFlex line of elastomeric texturizers which help create a flexible gel texture without the traditional waxy sensory, as well as the G-gel bentonite Mastergels to help boost viscosity and create that creamy sensory finish.

**G-GEL CCT 200** is an organoclay gel designed for natural and clean beauty applications. It greatly boosts suspension and sensory of mineral pigments, making it a crucial ingredient in stabilizing mineral sunscreens.

**OleoFLEX** are film forming elastomeric texturizers for natural oils. They increase water resistance and lock the UV actives and natural oils onto the skin. They can also serve as a soft wax substitute which provides a smooth and cushioned feel with great payoff, rather than a hard and waxy feel. Their flexibility makes the stick less breakable.

## Specifications

- Yield Stress :150,000,000 cP
- 50°C oven: 1 month stable
- Freeze-Thaw: Passed 3 Cycles

A G-Gel CCT 2007.00Vitis Vinifera (Grape) Seed Oil10.0Limnanthes Alba (Meadowfoam) Seed Oil18.0Helianthus Annuus (Sunflower) Seed Oil10.0C13-C15 Alkane (Hemisqualane)5.00Shea Butter3.0012-Hydroxystearic Acid3.00Hydrogenated Castor Oil (Castor Wax MP-70)3.00Mango Butter4.00Beeswax3.00OleoFlex FG 1005.00OleoFlex FG 20020.0Sorbitan Laurate1.50Stearic Acid2.00Sorbitan Laurate1.50Stearic Acid2.00Preservative0.50Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl Palmitate (thermolat)0.50	PHASE	INCI NAME (TRADE NAME)	USAGE (WT%)
Limnanthes Alba (Meadowfoam) Seed Oil 18.0 Helianthus Annuus (Sunflower) Seed Oil 10.0 C13-C15 Alkane (Hemisqualane) 5.00 B Shea Butter 3.00 12-Hydroxystearic Acid 3.00 Hydrogenated Castor Oil (Castor Wax MP-70) 3.00 Hydrogenated Castor Oil (Castor Wax MP-70) 3.00 Mango Butter 4.00 Beeswax 3.00 OleoFlex FG 100 5.00 OleoFlex FG 100 5.00 OleoFlex EG 200 20.0 Cetearyl Alcohol 5.00 DeoFlex EG 200 20.0 Sorbitan Laurate 1.50 Stearic Acid 2.00 Stearic Acid 2.00 Glyceryl Monostearate 2.50 Preservative 0.50 Vanillyl Butyl Ether (and) 1.2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl 0.50	A	G-Gel CCT 200	7.00
Helianthus Annuus (Sunflower) Seed Oil10.0C13-C15 Alkane (Hemisqualane)5.00BShea Butter3.0012-Hydroxystearic Acid3.0012-Hydroxystearic Acid3.00Hydrogenated Castor Oil (Castor Wax MP-70)3.00Mango Butter4.00Beeswax3.00OleoFlex FG 1005.00OleoFlex EG 20020.0CCetearyl Alcohol2.00Sorbitan Laurate1.50Stearic Acid2.00Glyceryl Monostearate2.50QPreservative0.50Vanillyl Butyl Ether (and) 1.2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl0.50		Vitis Vinifera (Grape) Seed Oil	10.0
C13-C15 Alkane (Hemisqualane)5.00BShea Butter3.0012-Hydroxystearic Acid3.00Hydrogenated Castor Oil (Castor Wax MP-70)3.00Mango Butter4.00Beeswax3.00OleoFlex FG 1005.00OleoFlex EG 20020.0OleoFlex EG 20020.0Sorbitan Laurate1.50Stearic Acid2.00Glyceryl Monostearate2.50PPreservative0.50Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl0.50		Limnanthes Alba (Meadowfoam) Seed Oil	18.0
B   Shea Butter   3.00     12-Hydroxystearic Acid   3.00     Hydrogenated Castor Oil (castor Wax MP-70)   3.00     Mango Butter   4.00     Beeswax   3.00     OleoFlex FG 100   5.00     OleoFlex EG 200   20.0     Sorbitan Laurate   1.50     Stearic Acid   2.00     Glyceryl Monostearate   2.50     Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl   0.50		Helianthus Annuus (Sunflower) Seed Oil	10.0
Image: Description of the second se		C13-C15 Alkane (Hemisqualane)	5.00
Hydrogenated Castor Oil (Castor Wax MP-78)3.00Mango Butter4.00Beeswax3.00OleoFlex FG 1005.00OleoFlex EG 20020.0CCetearyl Alcohol2.00Sorbitan Laurate1.50Stearic Acid2.00Glyceryl Monostearate2.50Preservative0.50Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl0.50	В	Shea Butter	3.00
Mango Butter4.00Beeswax3.00OleoFlex FG 1005.00OleoFlex EG 20020.0CCetearyl Alcohol2.00Sorbitan Laurate1.50Stearic Acid2.00Glyceryl Monostearate2.50Preservative0.50Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl0.50		12-Hydroxystearic Acid	3.00
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OleoFlex FG 1005.00OleoFlex EG 20020.0CCetearyl Alcohol2.00Sorbitan Laurate1.50Stearic Acid2.00Glyceryl Monostearate2.50Preservative0.50Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl0.50		Mango Butter	4.00
OleoFlex EG 200   20.0     C   Cetearyl Alcohol   2.00     Sorbitan Laurate   1.50     Stearic Acid   2.00     Glyceryl Monostearate   2.50     Preservative   0.50     Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl   0.50		Beeswax	3.00
C   Cetearyl Alcohol   2.00     Sorbitan Laurate   1.50     Stearic Acid   2.00     Glyceryl Monostearate   2.50     Preservative   0.50     Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl   0.50		OleoFlex FG 100	5.00
Sorbitan Laurate   1.50     Stearic Acid   2.00     Glyceryl Monostearate   2.50     Preservative   0.50     Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl   0.50		OleoFlex EG 200	20.0
Stearic Acid 2.00   Glyceryl Monostearate 2.50   Preservative 0.50   Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl 0.50	C	Cetearyl Alcohol	2.00
Glyceryl Monostearate 2.50   Preservative 0.50   Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl 0.50		Sorbitan Laurate	1.50
Preservative 0.50   Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl 0.50		Stearic Acid	2.00
Vanillyl Butyl Ether (and) 1,2-Hexanediol (and) Caprylyl Glycol (and) Ascorbyl		Glyceryl Monostearate	2.50
	D	Preservative	0.50
			0.50

## **Processing Method**

- 1. Homogenize Phase A for 15 minutes at 4000 rpm at room temperature.
- 2. Heat Phase B to 80 Celsius and mix with Phase A on propeller mixer for 5 minutes at 500 700 rpm with heat.
- 3. Add Phase C when the mixture is maintained at 80 Celsius.
- 4. Add phase D when the mixture is cooled to room temperature.

REF #: CB 1808