Trial Formula

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Washable Facial Masque

Personal care products, especially facial products, are trending toward mildness. This formulation is a washable facial masque that cleanses the skin while maintaining that mildness factor. Zeina[®] modified starch enhances the film-forming properties of this formula for application on the skin, while the superb solubility of Zeina[®] allows the masque to be easily washed off, leaving the skin with a smooth, silky, luxurious feeling.

BENEFITS

Zeina[®] B860 modified starch Excellent film forming properties Rheology modifier Water soluble Imparts mildness to formula

FORMULATION

Ingredients	Percent by Weight
(Phase A)	
Water	47.99
Veegum Ultra ¹	2.50
Zeina[®] B860 modified starch ²	10.00
Plantaren 2000N UP ³	5.00
Butylene Glycol	5.00
(Phase B)	
Arlacel 165 ⁴	5.00
Retinyl Palmitate	0.10
Stearic Acid	3.00
Oleic Acid	2.70
(Phase C)	
Zeosyl 200 ⁵	2.00
(Phase D)	
Kaolin	13.00
(Phase E)	
Titanium Dioxide	1.90
(Phase F)	
Fragrance	0.30
(Phase G)	
Germabel II ⁶	1.00
(Phase H)	
Melaleuca Alternifolia	0.01
(Tea Tree) Leaf Oil	
Bois Oil ⁷	0.50
	100.00

PROCEDURE

- Heat water to 75 C and add Veegum Ultra with rapid agitation. Add remaining (Phase A) ingredients with good agitation.
- Heat Phase B to 75 C. Add (Phase B to Phase A) with good agitation. Transfer to a mixing unit with vacuum capabilities.
- Add (Phase C, Phase D, Phase E, and Phase F) to (Phase A and B) mixture. Run under full vacuum until smooth and air free cool to 40 C.
- 4. Add (Phase G and Phase H) and mix until smooth.

Used in this formulation*:

 ¹Magnesium Aluminum Silicate--Vanderbilt
²Hydroxypropyl Starch--Grain Processing Corporation
³Decyl Glucoside--Cognis Care Chemicals
⁴Glyceryl Stearate (and) PEG-100 Stearate--Uniqema Americas
⁵Hydrated Silica--J. M.Huber
⁶Propylene Glycol (and) Diazolidinyl Urea (and) Methylparaben (and) Propylparaben—Sutton
⁷Hydrogenated Vegetable Oil—Arista
*INCI equivalents to ingredients other than Zeina[®] B860 modified corn starch were not tested in this formula. Their effectiveness would need to be determined.

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