Product Bulletin

LexFeel® WOW-A

Patent Pending

INCI NAME

Triheptanoin (and) C13-15 alkane

GENERAL INFORMATION

LexFeel WOW-A is a 100% plant-based, fast spreading, partially volatile alternative for silicones such as cyclotetrasiloxane and cyclopentasiloxane in Beauty Care applications. With a silicone like initial feel, **LexFeel WOW-A** is a light fluid, that absorbs quickly and provides a slight cushion with a soft after-feel. 100% natural and derived from renewable and sustainable building blocks (castor bean, coconut and sugarcane), **LexFeel WOW-A** is palm-free, and NSF certified.

LexFeel WOW-A is non-oily and non-greasy lubricious fluid that can be used to reduce the heavy feel of formulations. This fast spreading emollient helps emulsions spread homogeneously and uniformly to provide even coverage while providing a protective layer to skin. Suitable for all Beauty Care applications, **LexFeel WOW-A** is an excellent pigment wetting agent with a luxurious but light after-feel. A slip agent that improves spreading in skin and hair care formulations, **LexFeel WOW-A** significantly enhances the overall sensory performance in final products.

PRINCIPAL USES

• Color Cosmetics • Sun Care • Skin Care • Hair Care

LexFeel WOW-A has a recommended use level of 2.0% - 80.0%.

PHYSICAL PROPERTIES (TYPICAL)

Appearance .....Clear fluid
Odor ..... Mild Characteristic

STORAGE AND HANDLING

It is recommended that normal safety precautions be employed when handling **LexFeel WOW-A.** Refer to the Material Safety Data Sheet for further information.

SAFETY DATA

Refer to the Material Safety Data Sheet (SDS) for further information.

STANDARD PACKAGING

Plastic pail, 30 lb. (13.61 kg) net weight.
Steel drum, 380 lb. (172.37 kg) net weight.

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