

# ROCK AND ROLLER 2-IN-1 HAIR MASCARA

Colorful hair isn't just for festivals! We've created a 2-in-1 hair mascara that is heat activated so it helps hold those curls and crimps but also adds a pop of color! Express you inner Picasso and paint your vision right into your tresses. **#popyourhair #myhairmyway**

**Actigum™ VSX 20: COSMOS approved**

very efficient thickener and suspensive agent, with a great sensory profile.

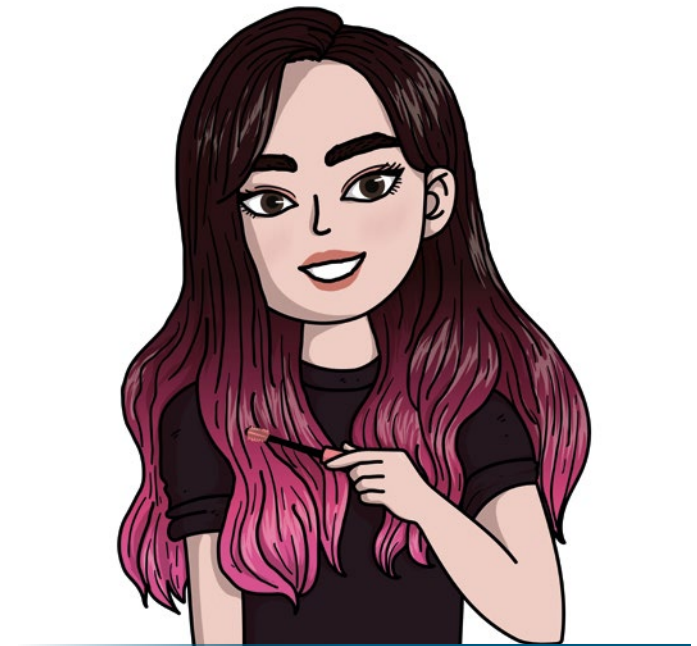
**EPITEX™ 66 Polymer:** ready-to-use water-based, film forming polymer that gives long lasting benefits and shortens the drying time on hair. Also improves the water resistance.

**ACUDYNE™ 1000 Polymer:** hair styling polymer that increases hold and curl formation when heat activated. High hold, excellent humidity resistance and no flaking.

**DOWSIL™ CE-8411 Smooth Plus Emulsion:** strong conditioning polymer that provides fast drying and heat protection benefits to prevent your curling iron from damaging your hair. Moisturizing feel and improved shine.

**AMPD ULTRA PC™:** multifunctional additive and neutralizer for styling resins with an excellent safety profile. Aids in pigment dispersion to enhance coverage.

**15-SA-4669 Pink (Erythrosine Lake):** bright pink lake that can be dispersed into water, providing this vibrant color to your hair!



Trade name	INCI name	Function	Supplier	%
<b>Phase A</b>				
	Water (Aqua)	Solvent	Univar*	Q.S: 43.69
<b>Actigum™ VSX 20</b>	Sclerotium Gum (and) Xanthan Gum	Thickener and suspensive agent, <b>COSMOS approved</b>	<b>Cargill / Univar*</b>	1.0
<b>Phase B</b>				
<b>EPITEX™ 66 Polymer</b>	Acrylates Copolymer	Film former	<b>Dow / Univar*</b>	10.0
<b>ACUDYNE™ 1000 Polymer</b>	Acrylates/Hydroxyesters Acrylates Copolymer	Hair fixative	<b>Dow / Univar*</b>	4.0
<b>DOWSIL™ CE-8411 Smooth Plus Emulsion</b>	Bis-Isopropylamino-PG-Propyl Dimethicone/Bis-Isobutyl PEG- 14 Copolymer (and) Polysorbate 20 (and) Butyloctanol	Heat protection, fast drying	<b>Dow / Univar*</b>	5.36
<b>XIAMETER™ OFX-0193 Fluid SMP</b>	PEG-12 Dimethicone	Plasticizer	<b>Dow / Univar*</b>	0.5
<b>Kem CP</b>	Phenoxyethanol, Chlorphenesin, Ethylhexylglycerin	Preservative	<b>Akema / Univar*</b>	1.0
<b>Phase C</b>				
<b>AMPD ULTRA PC™ (20% solution in water)</b>	Aminomethyl Propanediol	Multifunctional additive, pH neutralizer	<b>ANGUS® / Univar*</b>	1.95
<b>Phase D</b>				
	Water (Aqua)	Solvent	Univar*	20.0
	Glycerin	Humectant, vegetable origin	Univar*	5.0
<b>15-SA-4669 Pink (Erythrosine Lake)</b>	CI 45430:1, CI 77002	Dye	<b>Univar Colour*</b>	7.5

### Procedure (Cold process)

1. Slowly add **Actigum™ VSX 20** into the water vortex. Apply high shear (Silverson or Ultra-Turax at 7,000 rpm) for 7 min
2. Add each ingredient of phase B one by one while mixing until homogenous
3. Adjust the pH above 7.5 with phase C
4. Add the **Erythrosine Lake** into the vortex of phase D and mix until well dispersed and homogenous
5. Add phase D to phase ABC and mix until uniform

### Comments

- pH = 7.7
- Viscosity (spindle 6; 30 rpm; 1 min) = 20,800 cPs (62.4%)
- Application: Using disposable gloves, apply it on your hair with the mascara brush and spread it homogeneously with your gloved fingers to avoid any color transfer. Let it dry for 30 seconds and style with a curling or crimping iron.
- Bright pink viscous gel

### Stability

Stable at least 1 month at RT, 4°C and 40°C (still ongoing)

Campaign: Connection – Millennial Beauty | IT0318 16 | Issued by: Univar's EMEA PC Laboratory in Cusago, Italy

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