



Belicious! Sleep Mask (O/W)

Belicious! Sleep Mask contains the new sensory modifier, **EcoSmooth™ Delight**, bringing a touch of luxury to mass-market moisturising products. EcoSmooth™ Delight allows consumers to achieve an elevated sensorial experience to their formulations with a very economical cost:benefit ratio. Belicious! Sleep Mask contains a natural source of **Dhatelo oil**, and is inspired by the ice-capped mountains of the Himalayan region from where this oil is sourced. The **Aculyn™** range are acrylate based rheology modifiers which act as co-emulsifiers in this particular system. The **Aculyn™ 88** is highly viscous and gives a bounce to the body butter, whilst the **Aculyn™ 33A** aids in spreadability. **Stabil**, is a specialty preservative, that is globally accepted and doesn't contain preservatives listed in EU Annex VI.

	Trade name	INCI name	Supplier	%
A	1	Aqua (Water)	Univar*	Qs 100
	2	Glc 99%	Glycerin	Kao Chemicals Europe/Univar* 3.85
	3	Aculyn™ 88	Acrylates/Steareth-20 Methacrylate Crosspolymer	Dow Personal Care/Univar* 1.15
	4	Aculyn™ 33 A Polymer	Acrylates Copolymer	Dow Personal Care/Univar* 1.0
B	5	Sodium Hydroxide (33%)	Sodium Hydroxide	0.25
C	6	EcoSmooth™ Delight	CI-22 Alkane, Ethylene/Octene Copolymer	Dow Personal Care/Univar* 2.085
	7	Dhatelo Oil Refined LA030055	Prinsepia utilis Seed Oil	Naturex/Univar* 0.5
	8	Chia Oil Virgin Deodorized LA030045	Salvia hispanica Seed Oil	Naturex/Univar* 3.5
	9	Ucon™ Fluid AP	PPG-14 Butyl Ether	Dow Personal Care/Univar* 3.5
	10	Vaseline Codex BLC	Cera Microcrystallina, Paraffinum Liquidum, Paraffin	Aiglon/Univar* 12.65
D	11	RitaPro 300	Cetearyl Alcohol (and) Cetareth-20	Rita/Univar* 5.0
	12	Creasil ID-CG	Isododecane	Creation Couleur 2.0
	13	Chic Style SHI37733	Fragrance	Kao Fragrances/Univar* 0.2
E	14	36004 Edicol Black PN (0.1% in water)	CI 28440	Univar Colour* 0.414
	15	Stabil	Phenethyl Alcohol and Caprylyl Glycol	Akema/Univar* 1.2
	16	Lavender extract LG HA100435	Lavandula angustifolia flower extract	Naturex/Univar* 0.5

* Please contact your regional Univar sales representative to ensure that mentioned products are distributed in your country.

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Contact: personalcareEMEA@univar.com | www.univar.com

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Stability

Stable for at least 1 month at room temperature (RT) and 40°C (stability testing still ongoing for longer period of time).



Procedure (Hot Process)

1. Combine phase A under agitation.
2. Add phase B to phase A slowly until the mixture becomes thick and clear.
3. Heat phase A/B to 70°C.
4. Combine in the order phase C in a beaker and blend the ingredients after each adding at room temperature.
5. Place phase C into the water bath and heat to 85°C.
6. Once phase C is melted completely and homogenous remove from the water bath, continue to stir whilst cooling to 70°C.
7. Once phase C has cooled to 70°C add phase D to C
8. Slowly add phase C/D to phase A/B under constant agitation.
9. Homogenise for 1 minute/100g of end product.
10. Continue to cool under contact stirring and once the emulsion is below 40°C add the ingredients from phase E one by one.
11. Finally reduce the pH to pH=6.5-7.0.

Comments

- Viscosity (spindle 6 ; 1 rpm ; 1 min) = 680 000 cPs (68.0%)
- pH = 7.05
- Product Appearance: Thick body butter with good pick up, pale purple colour.
- Formula inspired from "Belicious ! Body Butter O/W" (ref - 151014.LP(U)) formulation, launched at SCS 2014 in UK.
- Application: Overnight face mask that will deep moisturize your skin while you sleep. Slap one on before bed, and instead of rinsing it off like a normal mask, go to sleep. Sleep masks are already hugely popular in South Korea, where women layer them over serums and creams before going to bed.