



Define

Molding Clay

Oh, hey there little baby curls! Don't worry, we've got you covered with our DEFINE Molding Clay. Natural waxes help provide the definition you're craving, with just enough hold to keep them that way for the whole day. Just a little will help you shape every curly strand, no matter how tiny or long.



In this formulation, we paired the versatile MaizeCare™ Style Polymer with:

Black Iron Oxide Castor Oil Dispersion (COD-8004)

Vibrant black pigment pre-dispersed in easy-to-use natural oil base.

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PHASE	INGREDIENT	INCI	SUPPLIER	WT%
A	Deionized Water	Water		44.95
	Kalama® Sodium Benzoate NF/FCC	Sodium Benzoate	Univar Solutions/ Emerald	0.50
		Phenoxyethanol		0.80
	MaizeCare™ Style Polymer	Hydrolyzed Corn Starch	Univar Solutions/ Dow	3.00
B	White Beewax BP PHC 1000	Cera alba (Beeswax)	Univar Solutions/ Poth Hille	7.00
	Candelilla Wax PHC 7454	Candelilla Wax	Univar Solutions/ Poth Hille	2.00
	Prime Yellow Carnauba T1 PHC2486	Carnauba Wax	Univar Solutions/ Poth Hille	2.00
	Olivem® 1000	Cetearyl Oliviate (and) Sorbitan Oliviate	Univar Solutions/ Hallstar	10.00
		Brassica Alcohol		3.00
		Myristyl Oleate (and) Myristyl Palmitate (and) Myristyl Stearate		2.00
		Isoamyl Laurate		7.00
C	Black Iron Oxide Castor Oil Dispersion (COD-8004)	Iron Oxide Black (CI 77499) (and) <i>Ricinus communis</i> (Castor) Oil	Univar Solutions	0.15
	Really Ugli Mon Fragrance ORC1600271	Fragrance		0.60
D	Deionized Water	Water		6.00
		Kaolin	Univar Solutions	3.00
E	Citric Acid, Anhydrous USP/FCC	Citric Acid (33% solution)	Univar Solutions/ Jungbunzlauer	0.50
	Deionized Water	Water		0.50
				100.00

PROCEDURE

1. Charge main vessel with water and add phase A ingredients with mixing.
2. Begin heating phase A to 90°C.
3. Combine phase B ingredients. Heat to 90°C with mixing to melt all solids.
4. Once A and B are at temperature, add phase B to A with mixing.

5. Let AB cool to 55°C with mixing.

6. At 55°C, add phases C-D sequentially with mixing.

(Note: combine phase D ingredients and mix to fully wet clay and form a slurry.)

7. Adjust to pH 5.3 - 5.5 with phase E; q.s. to 100% with water.

PROPERTIES

pH 5.3 - 5.5

% Naturally-derived = 98.1%

Viscosity=1,250,000 cP (T-F, 0.5 rpm, 25°C)

Color: light gray

