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.

UnivarSolutions

PHASE	INGREDIENT	INCI	SUPPLIER	WT%
A	Deionized Water	Water		44.95
	Kalama® Sodium Benzoate NF/FCC	Sodium Benzoate	Univar Solutions/ Emerald	0.50
	Protectol® PE NA	Phenoxyethanol	BASF	0.80
	MaizeCare™ Style Polymer	**Hydrolyzed Corn Starch**	**Univar Solutions/ Dow**	3.00
B	White Beeswax Pastilles	Cera alba (Beeswax)	Strahl & Pitsch	7.00
	Candelilla Wax	Candelilla Wax	Strahl & Pitsch	2.00
	Carnauba Wax #1 Flakes NF	Carnauba Wax	Strahl & Pitsch	2.00
	Olivem® 1000	Cetearyl Olivate (and) Sorbitan Olivate	Hallstar	10.00
	SustOleo™ BA	Brassica Alcohol	Univar Solutions/ Inolex	3.00
	Mackaderm® COCOA	Myristyl Oleate (and) Myristyl Palmitate (and) Myristyl Stearate	Univar Solutions/ Solvay	2.00
	Mackaderm® LIA	Isoamyl Laurate	Univar Solutions/ Solvay	7.00
	Lexol™ GT-865	Caprylic/Capric Triglyceride	Univar Solutions/ Inolex	7.00
	Black Iron Oxide Castor Oil Dispersion (COD-8004)	Iron Oxide Black (CI 77499) (and) *Ricinus communis* (Castor) Oil	Univar Solutions/ SunChemical	0.15
C	Really Ugli Mon Fragrance ORC1600271	Fragrance	Orchidia®	0.60
D	Deionized Water	Water		6.00
	Kaolin Clay TH-1 Cosmetic Grade Powder	Kaolin	Univar Solutions	3.00
E	Citric Acid, Anhydrous USP/FCC	Citric Acid (33% solution)	Univar Solutions	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