

THE NEW **NOW**



Pore Reset Clarifying Clay Mask



C*EmTex™ 06328

Naturally-sourced starch that is aluminum-free and brings a powdered after feel to a formulation.

ACULYN™ Excel Rheology Modifier

A rheology modifier offering clear suspension of both beads and bubbles at low pH values. It helps with building viscosity of cleansing products while exhibiting nice flow properties.

Mackam® LHS GN

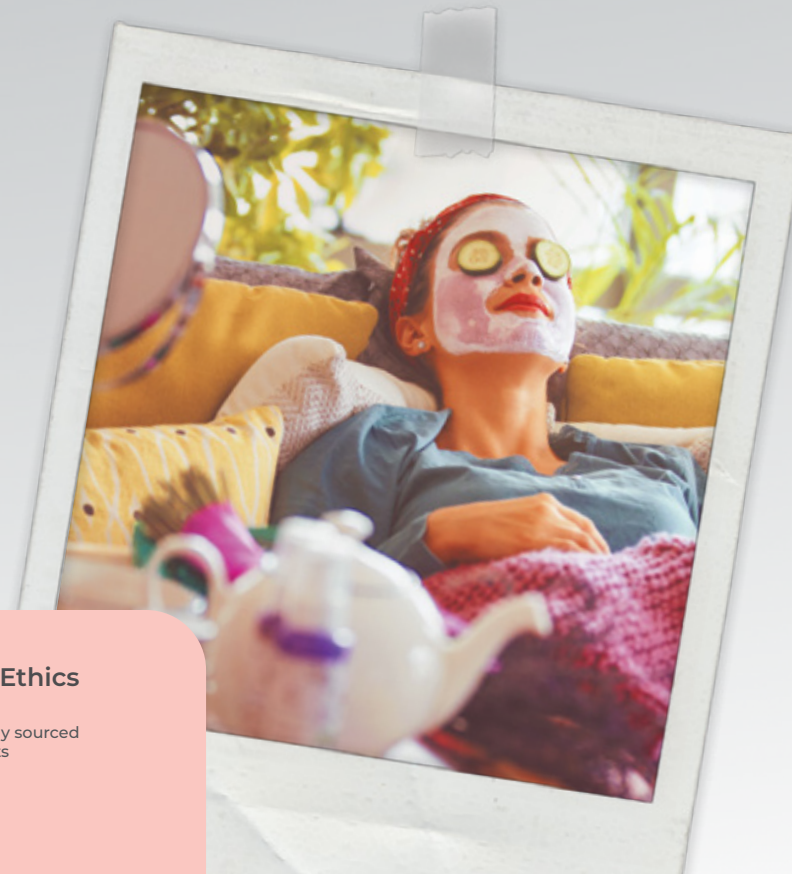
High compatibility co-surfactant with 89% renewable content and excellent foam profile.

StarDesign™ Care

A Starch that is effective at viscosity building, while imparting a dry feel.

American Wintergreen-ANB

An active botanical extract that exhibits anti-oxidant, anti-wrinkle, and skin brightening effects.



Marketing

Short INCI



Performance & Innocuity

Ingredients suitable for sensitive skin



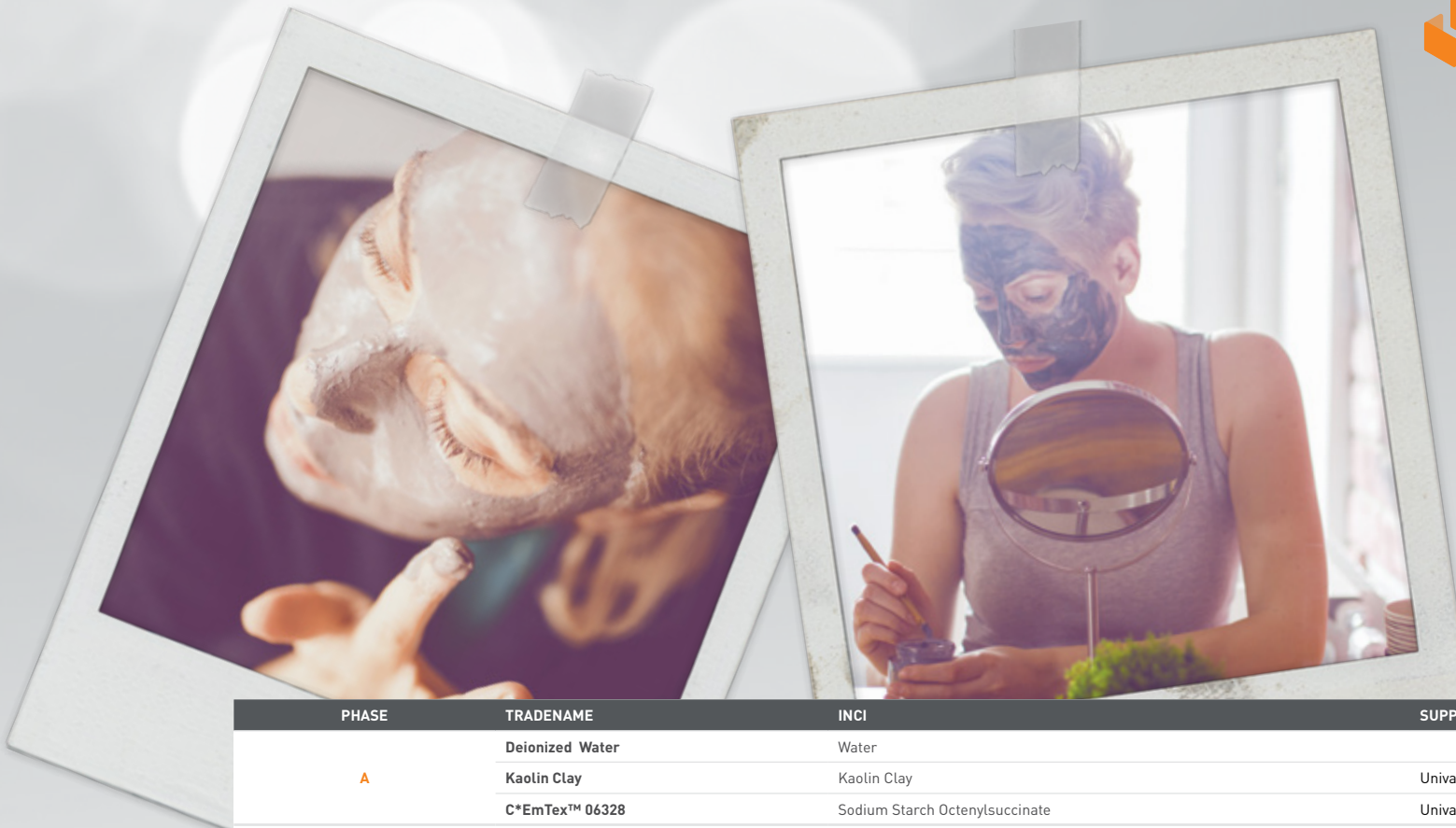
Sustainability

Biodegradable ingredients, vegan ingredients, naturally-derived ingredients



Ethics

Sustainably sourced ingredients



PHASE	TRADENAME	INCI	SUPPLIER	Wt%
A	Deionized Water	Water		47.50
	Kaolin Clay	Kaolin Clay	Univar Solutions/ Various	10.00
	C*EmTex™ 06328	Sodium Starch Octenylsuccinate	Univar Solutions/ Cargill	2.00
B	METHOCEL™ 40-0101 PCG	Hydroxypropyl Methylcellulose	Univar Solutions/ Dow	1.00
	Glycerin USP	Glycerin	Univar Solutions	3.00
C	ACULYN™ Excel Rheology Modifier	Acrylates Copolymer	Univar Solutions/ Dow	3.50
D	EcoSense™ 1200	Alkyl Polyglucoside	Univar Solutions/ Dow	18.00
	Alkamuls® GC 7	PEG-7 Glyceryl Cocoate	Univar Solutions/ Solvay	5.00
	Mackam® LHS GN	Lauryl Hydroxysultaine	Univar Solutions/ Solvay	5.00
	StarDesign™ Care	Hydroxylpropyl Starch Phosphate	Univar Solutions/ Cargill	4.00
	American Wintergreen-ANB	Gaultheria Procumbens (Wintergreen) Leaf Extract	Univar Solutions/ The Art of Natural Solution	1.00
				100.00

PROCEDURE

1. Add phase A ingredients in order and mix to ensure uniformity between additions.
2. Premix ingredients in phase B, add to phase A, mix until homogeneous.
3. Add phase C to phase AB, mix until homogeneous.
4. Add ingredients of phase D in order while mixing to ensure uniformity. Adjust pH if necessary.

PROPERTIES

pH 6.0 - 6.5