

Maxigloss™ Plus

INCI: Octyldodecanol, Ethyl Cellulose, Isostearyl Alcohol, Hydrogenated Dilinoleyl Alcohol

September 26, 2012 rev.2

High Shine Gel With Memory

Developing a lip product to provide high gloss and good wear has always been a difficult task, as many of the ingredients used to enhance shine tend to run, creating the appearance of feathering or bleeding. **Maxigloss™Plus** technology is specifically designed with this in mind.



Maxigloss™Plus possesses unique elastic gel properties with “memory” to pull back bleeding liquids improving wear, preventing feathering and maintaining long-lasting shine. This performance material is comprised of an optimized mixture of polar oils and high grade cellulose, which favor a slightly hydrophilic environment, perfect for lipsticks and glosses.

BENEFITS

- ◆ High shine
- ◆ Long lasting
- ◆ Moisturizing
- ◆ Non-feathering
- ◆ Highly compatible
- ◆ Film-forming

APPLICATIONS

- ◆ Lipsticks
- ◆ Balms
- ◆ Glosses
- ◆ Pomades

TYPICAL PROPERTIES

Appearance	Solid, rubber-like gel
Color	Clear, slightly yellow
Odor	Odorless

METHOD

Organoleptic
Aerobic Plate Count
Scott Volumeter

FORMULATION GUIDELINES

Lipstick

Use 10-20% in lip formulations with polar oils and polar waxes including: PEG Castor Wax, PEG Beeswax, Octyldodecanol, Phenyl Trimethicone. Excellent compatibility with Distinctive® Gel OD, also compatible with most organic UV filters, including Ethylhexyl Methoxycinnamate.

Wand lip gloss

Use up to 40% with Phenyl Trimethicone (10-20%). Compatible with castor oil-based color dispersions.

RESOURCES OF
NATURE



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LIP GLOSS

Formula RON 5-58

PHASE	INGREDIENT	% BY WEIGHT
A	Maxigloss™ Plus (Resources Of Nature)	30.00
A	Crodamol PTIS (Croda)	20.50
A	Softisan 649 (Sasol)	25.00
A	Indopol H1500 (Lipo)	20.00
A	Synchrowax HGLC (Croda)	2.50
A	Phenyl Trimethicone	0.50
B	Snowflake Timiron MP-99 (EMD)	0.50
		100.00

Combine Phase A into main beaker, mix with sweep-mixing, and begin heating to 80°C

At 80°C, homogenize for 10-15 minutes, until uniform

Add Phase B, homogenize until uniform

Move to sweep-mixing, begin cooling to 50°C

Pour at 50°C

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