

Maxigloss™ Plus

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

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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 OD bentone ge, also compatible with most organic UV filters, including Ethylhexylmethoxycinnamate.

Wand lip gloss Use up to 40% with phenyl trimethicone (10-20%). Compatible with castor oil-based color dispersions.

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ULTRA GLOSS LIP BALM SPF 15

Formula RON 3-90

PHASE	INGREDIENT	% BY WEIGHT
A	Maxigloss™ Plus (Resources Of Nature)	40.00
A	Laminactine (Resources Of Nature/Lucas Meyer)	10.00
B	Softisan 649 (Sasol)	10.00
B	Synchrowax HGLC (Croda)	5.00
B	DC Odyssey Wax 201 (Resources Of Nature)	10.00
B	Candelilla Wax (Strahl & Pitsch)	3.00
B	Carnauba Wax (Strahl & Pitsch)	1.00
B	DC 556 Fluid (Dow Corning)	1.00
B	Liponate TDTM (Lipo)	12.50
B	Escalol 557 (ISP)	<u>7.50</u>
		100.00

Premix Phase A until completely uniform

Charge Phases B into tank and heat to 85-90°C and homogenize until uniform

Add Phase A to the main vessel and homogenize for ~15 minutes until uniform

Pour at 80°C

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)	<u>0.50</u>
		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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