



KEL-030-EU

The Simplest Eyeliner in the World

%	INGREDIENT	INCI NAME	SUPPLIER
Part 1			
73.00	Deionized Water	Water	
1.00	Euxyl® PE 9010	Phenoxyethanol (And) Ethylhexylglycerin	Schulke Myer
Part 2			
1.00	Natrosol® 250 HHR CS	Hydroxyethylcellulose	Ashland
Part 3			
25.00	WSJ10CB-NP	Black 2 (And) PEG-40 Hydrogenated Castor Oil (And) Water (And) Acrylates/Ethylhexyl Acrylate Copolymer (And) Aminomethyl Propanol (And) Sodium Dehydroacetate	Kobo Products
100.00			

Description:

This simple formulation utilizes only 3 raw materials to give a high performance liquid eyeliner. It features Kobo's Carbon Black dispersion, WSJ10CB-NP which provides a deep, intense, black color and sufficient film forming in one raw material. 25% of this dispersion is enough to give the perfect level of blackness, quick drying, full non-transfer properties and a good level of water resistance. The formula does not dissolve in contact with water but rather lifts off in one piece when rubbed with warm water.

Manufacturing Procedure:

1. Disperse Part 2 in Part 1 until completely clear.
2. Add Part 3 and mix until homogeneous under prop stirrer.
3. Check pH. Adjust pH if necessary with citric acid or sodium hydroxide.



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FORMULATIONS

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The Powder & Dispersion Specialist



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