



KMA-076H

All-In-One Tube Mascara with KOBOGUARD® 50AMP-G

%	INGREDIENT	INCI NAME	SUPPLIER
Part 1			
5.00	Carnauba Wax SP 63P	Copernicia Cerifera (Carnauba) Wax	Strahl & Pitsch
3.50	Lipo® GMS 450	Glyceryl Stearate	Vantage
3.00	Beeswax White Sp 422P	Beeswax	Strahl & Pitsch
2.00	Dermofat 4919	Stearic Acid	Alzo Chemical
2.00	Panalene® H-300E	Hydrogenated Polyisobutene	Vantage
1.60	Tween™ 80	Polysorbate 80	Croda
1.00	Plandool™-G	Bis-Behenyl/Isostearyl/Phytosteryl Dimer Dilinoleyl Dimer Dilinoleate	Nippon/Kobo Products
1.00	Prisorine™ 3515	Isostearyl Alcohol	Croda
1.00	ELEMENT14 PDMS 5-A	Dimethicone	Momentive
Part 2			
13.65	Deionized Water	Water	
2.00	Butylene Glycol	Butylene Glycol	Ruger Chemical
1.00	MSS-500W	Silica	Kobo Products
1.00	SERICITE GMS-4C	Mica	Kobo Products
0.80	AMP ULTRA® PC 2000	2-Amonoisobutanol	Angus Chemical Company
0.15	Natrosol® 250 HHR	Hydroxyethylcellulose	Ashland
0.10	Protacide Na3 EDTA™	Trisodium EDTA	Protameen
0.10	Jeen Potassium Sorbate USP	Potassium Sorbate	Jeen International
0.10	AQUA KEEP 10SH-NFC	Sodium Acrylates Crosspolymer-2	Sumitomo Seika/Kobo Products
0.05	S-6W-6	Simethicone	Shin-Etsu
Part 3			
30.15	KOBOGUARD® 50AMP-G	Acrylates/Ethylhexyl Acrylate Copolymer (And) Water (And) Aminomethyl Propanol	Kobo Products
20.00	WSJ20EBAMP-O	Water (And) Acrylates/Ethylhexyl Acrylate Copolymer (And) Iron Oxides (CI 77499) (And) Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (And) Aminomethyl Propanol	Kobo Products
10.00	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
Part 4			
0.80	Euxyl® PE 9010	Phenoxyethanol (And) Ethylhexylglycerin	Schulke & Mayr
100.00			

Description:

This mascara's ability to form individual "tubes" around the eyelashes is due to the high concentration of KOBOGUARD® 50AMP-G. The mascara gives an oversized look to each individual lash upon application. Kobo's black iron oxide dispersion, WSJ20EBAMP-O, and carbon black dispersion, WSJ10CB-NP, provide the deep black color and film forming properties. PLANDOOL™-G helps the mascara glide smoothly onto the lashes. AQUA KEEP 10SH-NFC gels the aqueous phase of the formula. The combination of MSS-500W and SERICITE GMS-4C provides bulking properties to the formula and adds volume to the lashes.

Manufacturing Procedure:

Oil Phase :

1. Heat Part 1 (all but dimethicone) to 85-90°C with slow agitation with spatula.
2. Once at 75°C, add dimethicone.

Water Phase (Main Beaker):

1. Record tare weight of main beaker and sweep.
2. Add water to the main beaker. Begin heating to 60°C with prop mixing. Maintain temperature.
3. Add Trisodium EDTA and Potassium Sorbate. Mix until fully dissolved. Begin heating to 85°C.
4. Pre-mix Butylene Glycol, Natrosol® and AQUA KEEP with spatula. Add mix to the main beaker. Mix until uniform and clear.
5. Add AMP Ultra, mix for 10 minutes.
6. Add Simethicone. Mix 5 mins.
7. Add MSS-500W and SERICITE.

Emulsification and cool down:

1. Add Oil phase into water phase, maintain mixing and temperature around 85°C for 15 minutes.
2. Begin to air cool.
3. Change prop to sweep when the bulk becomes thicker.
4. Add film former to the batch at 45°C, followed by dispersions, and then Euxyl®.
5. Add back correct amount of Water.
6. Air cool and mix until bulk reaches 28°C, stop mixing.



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FORMULATIONS

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