INSTANT SUCCESS FORMULARY No. 934

VEEGUM® Magnesium Aluminum Silicate  VANATURAL® Bentonite Clay

VEEGUM Magnesium Aluminum Silicate and VANATURAL Bentonite Clay enable the formulation of consumer friendly “just add water” personal care products. These are reconstitutable blends of powder-form ingredients made functional simply by adding a small amount of water, or other liquid, just prior to use. These formulations are easy to travel with, without excess water weight. No preservatives are needed and their shelf life is virtually unlimited.

In reconstitutables, VEEGUM and VANATURAL –

- Swell quickly, imparting a creamy texture to all products
- Stabilize the foam structure in cleansing products
- Serve as a film forming binder and an absorbent in facial masks

For more information on all of our VEEGUM® Magnesium Aluminum Silicate and VANATURAL® Bentonite Clay products visit our website www.vanderbiltminerals.com

For personal attention to your technical questions about Vanderbilt Minerals products and applications contact our laboratories at MineralLab@vanderbiltminerals.com

VEEGUM and VANATURAL are registered trademarks of Vanderbilt Minerals, LLC.
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**Naturally Clean & Mild Instant Shampoo No. 658**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Wt.%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>10.0</td>
</tr>
<tr>
<td>Zea Mays (Corn) Starch (Purity 21C Pure™¹)</td>
<td>40.0</td>
</tr>
<tr>
<td>Sodium Methyl Cocooyl Taurate (Pureact™ WSP²)</td>
<td>40.0</td>
</tr>
<tr>
<td>Sodium Lauroyl Glutamate (Amisoft® LS-11³)</td>
<td>10.0</td>
</tr>
</tbody>
</table>

**Procedure:** Mix powders until uniformly blended.

**Directions for use:** Transfer about 3/4 teaspoon (3.75 ml) of powder into a cupped hand. To reconstitute the powder into a creamy foam, add a small amount of water while rubbing the hands together. For gentle cleansing, shampoo with the creamy foam and then rinse thoroughly with water.

**RAW MATERIAL SUPPLIERS**

1. AkzoNobel Surface Chemistry, LLC, Chicago, IL
2. Innospec Performance Chemicals, Salisbury, NC
3. Ajinomo Co., Inc., Tokyo, Japan

**TRADEMARKS**

- VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
- Amisoft is a registered trademark of Ajinomo Co., Inc.
- Pureact is a trademark of Innospec Performance Chemicals Company.
- Purity 21C Pure is a trademark of AkzoNobel Surface Chemistry, LLC.

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*Before using, read, understand and comply with the information and precautions in the Safety Data Sheets, label and other product literature. The information presented herein, while not guaranteed, was prepared by technical personnel and, to the best of our knowledge and belief, is true and accurate as of the date hereof. No warranty, representation or guarantee, express or implied, is made regarding accuracy, performance, stability, reliability or use. This information is not intended to be all-inclusive, because the manner and conditions of use, handling, storage and other factors may involve other or additional safety or performance considerations. The user is responsible for determining the suitability of any material for a specific purpose and for adopting such safety precautions as may be required. Vanderbilt Minerals, LLC does not warrant the results to be obtained in using any material, and disclaims all liability with respect to the use, handling or further processing of any such material. No suggestion for use is intended as, and nothing herein shall be construed as, a recommendation to infringe any existing patent, trademark or copyright or to violate any federal, state or local law or regulation.*
Rejuvenating Instant Hair Treatment No. 646

VEEGUM® R Magnesium Aluminum Silicate 20.00
Baking Soda (Sodium Bicarbonate USP Grade #1 Powder\(^1\)) 20.00
Sodium Cocoyl Isethionate (Jordapon® SCI Powder\(^2\)) 59.00
Aloe Barbadensis Leaf Juice (ACTIValoe® Aloe Vera Gel Qmatrix® QM 200x\(^3\)) 1.00

Procedure: Mix powders until uniformly blended.

Directions for Use: Transfer about ½ teaspoon (2.5 ml) of powder into a cupped hand. Add a small amount of water to the powder while rubbing the hands together to produce a creamy foam. To remove built-up deposits from the use of other hair products, and to leave the hair naturally clean and soft, shampoo with the creamy foam and then rinse thoroughly with water.

RAW MATERIAL SUPPLIERS
\(^1\)Natural Soda, Rifle, CO
\(^2\)BASF Corp., Florham Park, NJ
\(^3\)Aloecorp, Inc., Lyford, TX

TRADEMARKS
VEEGUM is a registered trademark of Vanderbilt Minerals, LLC.
ACTIValoe and QMatrix are registered trademarks of Aloecorp, Inc.
Jordapon is a registered trademark of BASF Corporation.
Instant Facial Wash/Cleansing Mask No. 656

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Wt.%</th>
</tr>
</thead>
<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>5.0</td>
</tr>
<tr>
<td>Sodium Cocoyl Isethionate (Jordapon® SCI Powder)</td>
<td>40.0</td>
</tr>
<tr>
<td>Sodium Lauroyl Sarcosinate (SP Crodasinic™ LS95NT MBAL-PW-(RB))</td>
<td>1.0</td>
</tr>
<tr>
<td>Simmondsia Chinensis (Jojoba) Seed Powder (Lipo® JJM 24/60)</td>
<td>10.0</td>
</tr>
<tr>
<td>Colloidal Kaolin USP/BC (Colloidal Kaolin – USP/BC 2457)</td>
<td>44.0</td>
</tr>
</tbody>
</table>

Procedure: Mix powders until uniformly blended.

Uses:

For Facial Wash: Transfer about 1/8 teaspoon (0.63 ml) of the powder onto the hand. Add a small amount of water while rubbing the hands together to produce foam. Then, wash the face and rinse off with water.

For Cleansing Mask: Transfer a small amount of the powder to a separate container. While slowly adding water dropwise, stir to form a paste of the desired consistency. Apply the mask to the face and allow it to dry. Rinse off with water using gentle rubbing for the best exfoliant effect.

RAW MATERIAL SUPPLIERS

1 BASF Corp., Florham Park, NJ
2 Croda Inc., Edison, NJ
3 Vantage Specialty Ingredients, Warren, NJ
4 Brenntag Specialties, Inc., South Plainfield, NJ

TRADEMARKS

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
Crodasinic is a trademark of Croda, Inc.
Jordapon is a registered trademark of BASF Corporation.
Lipo is a registered trademark of Vantage Specialty Ingredients.

Rev09/06/2019
Green Tea Instant Face Mask No. 649

**Wt.%**

VANATURAL® or VANATURAL MC Bentonite Clay
5
Kaolin Clay, Cosmetic Grade
67
Zinc Oxide or Calamine, USP
20
Polyvinylpyrrolidone (PVP K-30¹)
5
Allantoin
2
Camellia Sinensis Leaf Extract (PE, Green Tea²)
1

**Procedure:** Mix powders until uniformly blended.

**Use:** Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.

**RAW MATERIAL SUPPLIERS**

1Ashland Specialty Ingredients, Wilmington, DE
2Bio-Botanica, Inc., Hauppauge, NY

**TRADEMARKS**

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.

Rev06/11/2019
Oat Instant Clay Mask No. 650

Wt. %

VANATURAL® or VANATURAL MC Bentonite Clay 5
Kaolin Clay, Cosmetic Grade 45
Zinc Oxide or Calamine, USP 20
Polyvinylpyrrolidone (PVP K-30)
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour)
Polydextrose or Sucrose (Powdered Sugar) 5

Procedure: Mix powders until uniformly blended.

Use: Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.

RAW MATERIAL SUPPLIERS
1Ashland Specialty Ingredients, Wilmington, DE
2Beacon CMP Corporation, Kenilworth, NJ

TRADEMARKS
VANATURAL is a registered trademark of Vanderbilt Minerals, LLC
Tech-O is a registered trademark of Beacon CMP Corporation.
Instant Charcoal Mask No. 657

<table>
<thead>
<tr>
<th>Ingredient</th>
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</thead>
<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>5.0</td>
</tr>
<tr>
<td>Sodium Cocoyl Isethionate (Jordapon® SCI Powder¹)</td>
<td>40.0</td>
</tr>
<tr>
<td>Sodium Lauroyl Sarcosinate (SP Crodasinic™ LS95NT MBAL-PW-(RB)²)</td>
<td>1.0</td>
</tr>
<tr>
<td>Colloidal Kaolin USP/BC (Colloidal Kaolin USP/BC 2457³)</td>
<td>34.0</td>
</tr>
<tr>
<td>Charcoal Powder (SpecKare™ BCP02 Bamboo Charcoal Powder (200 mesh)⁴)</td>
<td>20.0</td>
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</tbody>
</table>

Procedure: Mix powders until uniformly blended.

Directions for use: Transfer a small amount of the powder to a separate container. While slowly adding water dropwise, stir to form a paste of the desired consistency. Apply the mask to the face and allow it to dry. Rinse off with water using gentle rubbing.

RAW MATERIAL SUPPLIERS

1 BASF Corp., Florham Park, NJ
2 Croda, Inc., Edison, NJ
3 Brenntag Specialties, Inc., South Plainfield, NJ
4 Spec-Chem Industry, Inc., Nanging 211800, P.R. China

TRADEMARKS

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
AccessCOAL is a trademark of Access Ingredients.
Crodasinic is a trademark of Croda, Inc.
Jordapon is a registered trademark of BASF Corporation.
SpecKare is a trademark of Spec-Chem Industry, Inc.

* Note: SpecKare BCP02 Bamboo Charcoal Powder (200 mesh) is available in the US as: AccessCOAL™ D50-3.4 from Access Ingredients, South Pasadena, CA

Rev09/06/2019
Collagen Instant Clay Mask No. 648

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Wt.%</th>
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</thead>
<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>5</td>
</tr>
<tr>
<td>Kaolin Clay, Cosmetic Grade</td>
<td>53</td>
</tr>
<tr>
<td>Zinc Oxide or Calamine, USP</td>
<td>30</td>
</tr>
<tr>
<td>Polyvinylpyrrolidone (PVP K-30)</td>
<td>5</td>
</tr>
<tr>
<td>Hydrolyzed Collagen (Crotein™ A-PW-(WD))</td>
<td>5</td>
</tr>
<tr>
<td>Allantoin</td>
<td>2</td>
</tr>
</tbody>
</table>

Procedure: Mix powders until uniformly blended.

Use: Mix powder with sufficient water, witch hazel or honey to make a spreadable paste.
Aloe & Oat Instant Mask No. 651

VANATURAL® or VANATURAL MC Bentonite Clay 5
Kaolin USP 89
Aloe Barbadensis Leaf Juice (and) Maltodextrin (Terra-Spray™ Spray 1
Dried Aloe Vera Powder 100X1)
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour2) 5

Procedure: Dry blend all ingredients.

Use: By volume, mix about 1 part water, witch hazel or cider vinegar into 4 parts of mask powder and mix to form a smooth paste.

RAW MATERIAL SUPPLIERS
1Terry Laboratories, Melbourne, FL
2Beacon CMP Corporation, Kenilworth, NJ

TRADEMARKS
VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
Terra-Spray is a trademark of Terry Laboratories.
Tech-O is a registered trademark of Beacon CMP Corporation.

Rev06/11/2019
Instant Sulfur Acne Treatment Mask No. 590

VEEGUM® HS Magnesium Aluminum Silicate 5
Kaolin USP 60
Sodium Bicarbonate 25
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour¹) 5
Precipitated Sulfur USP 5

Procedure: Dry blend all ingredients.

Use: By volume, mix about 1 part water or witch hazel into 4.5 parts mask powder and mix to form a smooth paste.

RAW MATERIAL SUPPLIERS
¹Beacon CMP Corporation, Kenilworth, NJ

TRADEMARKS
VEEGUM is a registered trademark of Vanderbilt Minerals, LLC.
Tech-O is a registered trademark of Beacon CMP Corporation.

Rev01/21/2013
Natural Instant Toothpaste No. 654

<table>
<thead>
<tr>
<th>Ingredient</th>
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<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>7.0</td>
</tr>
<tr>
<td>Natural Calcium Carbonate (OMYA-CAL® FG-4-AZ¹)</td>
<td>81.4</td>
</tr>
<tr>
<td>D-Xylitol FCC NF Kosher (powder)</td>
<td>10.0</td>
</tr>
<tr>
<td>Organic Sapindus mukorossi Fruit Extract (Berry Saponin Concentrate™ 0103 Dry²)</td>
<td>1.6</td>
</tr>
</tbody>
</table>

**Procedure:** Mix powders until uniformly blended.

**Use:** Transfer a small amount of the instant toothpaste to a container or onto the hand. Using a wet toothbrush, wet out and pick up a sufficient amount for brushing.

**RAW MATERIAL SUPPLIERS**

1OMYA, Cincinnati, OH

2EcoLogical Surfactants LLC, North Sioux City, SD

**TRADEMARKS**

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.

Berry Saponin Concentrate is a trademark of Ecological Surfactants, LLC.

OMYA-CAL is a registered trademark of Omya AG Corporation.
Instant Baking Soda Toothpaste No. 655

<table>
<thead>
<tr>
<th>Component</th>
<th>Wt.%</th>
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</thead>
<tbody>
<tr>
<td>VANATURAL® or VANATURAL MC Bentonite Clay</td>
<td>7.0</td>
</tr>
<tr>
<td>Sodium Bicarbonate (Sodium Bicarbonate USP Grade #1 Powder¹)</td>
<td>82.5</td>
</tr>
<tr>
<td>D-Xylitol FCC NF Kosher (Powder)</td>
<td>10.0</td>
</tr>
<tr>
<td>Sodium Lauroyl Sarcosinate (SP Crodasinic™ LS95NT MBAL-PW-(RB)²)</td>
<td>0.5</td>
</tr>
</tbody>
</table>

**Procedure:** Mix powders until uniformly blended.

**Use:** Transfer a small amount of the instant toothpaste to a container or onto the hand. Using a wet toothbrush, wet out and pick up a sufficient amount for brushing.

**RAW MATERIAL SUPPLIERS**

1. Natural Soda, Rifle, CO
2. Croda, Inc., Edison, NJ

**TRADEMARKS**

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
Crodasinic is a trademark of Croda, Inc.

Rev 09/06/2019