



**Vanderbilt Minerals, LLC**

A Wholly Owned Subsidiary of R.T. Vanderbilt Holding Company, Inc.

33 WINFIELD STREET, P.O. BOX 5150, NORWALK, CONNECTICUT 06856-5150 • (800) 562-2476

Fax (203) 855-1220 • Internet Address: [www.vanderbiltminerals.com](http://www.vanderbiltminerals.com)

**FORMULARY  
COLOR COSMETICS**

**No. 907**





## Color Cosmetics Formulary

**VANATURAL**® Bentonite Clay

**VEEGUM**® Magnesium Aluminum Silicate

**VANZAN**® Xanthan Gum

**VANATURAL** and **VEEGUM** products are natural water-washed smectite clays that reliably enhance the stability and esthetics of color cosmetics.

**VANZAN** xanthan gum products are efficient thickeners as well as emulsion and suspension stabilizers. They provide useful synergism with **VANATURAL** and **VEEGUM** clays.

### RECOMMENDED GRADES FOR COLOR COSMETICS

#### Smectite Clays

**VANATURAL** Fast hydrating ECOCERT/COSMOS grade bentonite clay.

**VANATURAL MC** Fast hydrating bacteria-controlled bentonite clay.

**VANATURAL XGB** Rapidly hydrating ECOCERT/COSMOS bentonite and xanthan gum blend.

**VEEGUM Ultra** A unique acidic smectite clay that is especially easy to hydrate.

**VEEGUM R** Classic grade for foundations.

#### Xanthan Gum

**VANZAN NF** Xanthan gum for all personal care applications

### USING VANATURAL AND VEEGUM CLAYS

**VANATURAL** and **VEEGUM** products must be properly dispersed in water to provide their best performance. No other materials should be present in the water, because they can interfere with the proper hydration of the clay and the formation of the colloidal structure. Generally, the degree of clay hydration is directly proportional to the amount of energy used to disperse the product. The degree of hydration therefore increases as mixing time, mixing intensity or water temperature increase.

The following table provides suggested minimum mixing times for the hydration of **VANATURAL** and **VEEGUM** clays. Actual hydration times, in the laboratory or in production, will depend on the particular combination of batch size, mixer shear, and water temperature used. Whichever mixing conditions are used, it is very important that they be carefully controlled to achieve reproducible results in the final formulation.

Minimum Suggested Hydration Times	Normal Hydrating <b>VEEGUM R</b>	Quick Hydrating <b>VANATURAL</b> <b>VANATURAL MC</b>	Ultra Hydrating <b>VEEGUM Ultra</b> <b>VANATURAL XGB</b>
<b>Propeller Mixer:</b>			
800 rpm, 25°C water	120 Minutes	30 Minutes	15 Minutes
800 rpm, 75°C water	45 Minutes	20 Minutes	10 Minutes
<b>Homogenizer:</b>			
3000 rpm, 25°C water	30 Minutes	20 Minutes	10 Minutes
3000 rpm, 75°C water	15 Minutes	10 Minutes	10 Minutes



---

#### FORMULARY

---

Cream Makeup No. 638	1
Liquid Foundation No. 602	2
Liquid Powder Foundation No. 577	3
Water-in-Oil Luxurious Makeup No. 332	4
Nonionic Liquid Makeup No. 349	5
Cream Matte Makeup No. 154	6
Silky Smooth Emollient Liquid Makeup No. 460	7
Leg Makeup No. 623	8
Water-Resistant Sport Tint No. 453	9
Eyeliner No. 107	10
Water-in-Oil Mascara No. 376	11
Light Coverage Foundation No. 644	12

Cream Makeup No. 638

		Wt. %
A	<b>VANATURAL<sup>®</sup></b> or <b>VANATURAL MC</b> Bentonite Clay	3.20
	<b>VANZAN<sup>®</sup> NF</b> Xanthan Gum	0.80
	Water	70.36
	Propanediol (Zemea <sup>®</sup> Propandiol <sup>1</sup> )	5.00
B	Titanium Dioxide (and) Cellulose (and) Alumina (C2-5 TiO2 CR-50 <sup>2</sup> )	5.00
	Talc (Imperial <sup>™</sup> 1886L BC <sup>3</sup> )	4.30
	Yellow Iron Oxide (SunCROMA <sup>®</sup> Yellow Iron Oxide (C33-210) <sup>4</sup> )	1.00
	Red Iron Oxide (SunCROMA <sup>®</sup> Red Iron Oxide (C33-128) <sup>4</sup> )	0.26
	Black Iron Oxide (SunCROMA <sup>®</sup> Black Iron Oxide (C33-5000) <sup>4</sup> )	0.08
C	Mica (Sericite GMS-4C <sup>2</sup> )	2.00
	Cetearyl Wheat Straw Glycosides (and) Cetearyl Alcohol (Xyliance <sup>™5</sup> )	5.00
	Helianthus Annuus (Sunflower) Seed Oil (and) Glycine Soja (Soybean) Germ	3.00
	Extract (and) Zea Mays (Corn) Starch (and) Silica (and) Tocopherol (Vegetatum <sup>®</sup> Sunflower 1102 <sup>6</sup> )	
D	Preservative	q.s.

**Procedure:** While heating the water to 75°C, slowly add the **VANATURAL<sup>®</sup>** or **VANATURAL MC** and **VANZAN<sup>®</sup> NF** sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated. Then, add and mix in the propanediol. Combine the Part B ingredients, then add to Part A and mix until smooth. Maintain the water phase at 75°C. Combine the Part C ingredients (oil phase) and heat to 75°C. Add the oil phase to the water phase with good agitation; mix until uniform. Avoid incorporating air. Cool with mixing; add Part D when the emulsion is <30°C.

RAW MATERIAL SUPPLIERS

- <sup>1</sup>DuPont Tate & Lyle Bio Products Company, LLC, Wilmington, DE
- <sup>2</sup>Kobo Products, Inc., South Plainfield, NJ
- <sup>3</sup>Brenntag Specialties, Inc., South Plainfield, NJ
- <sup>4</sup>Sun Chemical Corporation, Parsippany, NJ
- <sup>5</sup>Givaudan Active Beauty, New York, NY
- <sup>6</sup>Natunola Health, Inc., Winchester, ON, Canada

TRADEMARKS

Registered and pending trademarks appearing printed in bold in these materials are those of Vanderbilt Minerals, LLC. For a complete listing, please visit [http://www.vanderbiltminerals.com/ee\\_content/Documents/Technical/Trademarks\\_VM\\_Web.pdf](http://www.vanderbiltminerals.com/ee_content/Documents/Technical/Trademarks_VM_Web.pdf)

Imperial is a trademark of Imerys Talc America, Inc.

Xyliance is a trademark of Soliance.

SunCROMA is a registered trademark of Sun Chemicals Corporation.

Vegetatum is a registered trademark of Natunola Health, Inc.

Zemea is a registered trademark of DuPont Tate & Lyle Bio Products Company, LLC.

Rev06/13/2017

## Liquid Foundation No. 602

		Wt. %
A	<b>VANATURAL® XGB</b> Bentonite Clay (Bentonite (and) Xanthan Gum)	4.00
	Water	77.97
	Propanediol (Zemea® propandiol <sup>1</sup> )	5.00
B	Iron Oxides (and) Microcrystalline Cellulose (C2-5 Yellow LLXLO <sup>2</sup> )	0.40
	Iron Oxide (C.I. 77491) (and) Cellulose (C2-5 Red R-516L <sup>2</sup> )	0.10
	Iron Oxide (C.I. 77499 ) (and) Cellulose (C2-5 Black BL-100 <sup>2</sup> )	0.03
	Titanium Dioxide (and) Cellulose (and) Alumina (C2-5 TiO <sub>2</sub> CR-50 <sup>2</sup> )	3.50
	Mica (and) Cellulose (C2-5 Sericite FSE <sup>2</sup> )	4.00
C	Cetearyl Wheat Straw Glycosides (and) Cetearyl Alcohol (Xyliance™ <sup>3</sup> )	5.00
D	Preservative	q.s.

**Procedure:** While heating the water to 75°C, slowly add the **VANATURAL XGB** to the water agitated at maximum available shear. Mix until it is fully hydrated and add the propanediol. Combine the Part B ingredients, then add to Part A and mix until smooth. Maintain the water phase at 75°C. Heat Part C oil phase to 75°C. Add the oil phase to the water phase with good agitation; mix until uniform. Avoid incorporating air. Cool with mixing; add Part D when the emulsion is <30°C.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>DuPont Tate & Lyle Bio Products Company, LLC, Wilmington, DE

<sup>2</sup>Kobo Products, Inc., South Plainfield, NJ

<sup>3</sup>Actives International, Allendale, NJ

### TRADEMARKS

**VANATURAL** is a registered trademark of R.T. Vanderbilt Holding Company, Inc. or its respective wholly owned subsidiaries.

Xyliance is a trademark of Soliance.

Zemea is a registered trademark of DuPont Tate & Lyle Bio Products Company, LLC.

Rev04/25/2013

## Liquid Powder Foundation No. 577

		Wt. %
A	<b>VANATURAL</b> <sup>®</sup> Bentonite Clay	3.00
	<b>VANZAN</b> <sup>®</sup> NF Xanthan Gum	0.70
	Water	81.27
	Pentylene Glycol (Hydrolite <sup>®</sup> -5 <sup>1</sup> )	5.00
B	Iron Oxides (and) Microcrystalline Cellulose (C2-5 Yellow LLXLO <sup>2</sup> )	0.40
	Iron Oxide (C.I. 77491) (and) Cellulose (C2-5 Red R-516L <sup>2</sup> )	0.10
	Iron Oxide (C.I. 77499) (and) Cellulose (C2-5 Black BL-100 <sup>2</sup> )	0.03
	Titanium Dioxide (and) Cellulose (and) Alumina (C2-5 TiO <sub>2</sub> CR-50 <sup>2</sup> )	3.50
	Mica (and) Cellulose (C2-5 Sericite FSE <sup>2</sup> )	4.00
C	PEG-14 Dimethicone (Abil <sup>®</sup> B 8843 <sup>3</sup> )	2.00
D	Preservative	q.s.

**Procedure:** Slowly add the **VANATURAL**<sup>®</sup> and **VANZAN**<sup>®</sup> NF sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated. Add the pentylene glycol, mixing until uniform. Blend Part B and add to A and mix until smooth. Add Part C and Part D in order; mix after each until smooth.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>Symrise, Teterboro, NJ

<sup>2</sup>Kobo Products, Inc., South Plainfield, NJ

<sup>3</sup>Evonik Goldschmidt Chemical Corporation, Hopewell, VA

### TRADEMARKS

**VANATURAL** and **VANZAN** are registered trademarks of R.T. Vanderbilt Holding Company, Inc., and/or its respective wholly owned subsidiaries.

Abil is a registered trademark of Goldschmidt GmbH Corporation.

Hydrolite is a registered trademark of Symrise GmbH.

Rev04/25/2013

Water-in-Oil Luxurious Makeup No. 332

		Wt. %
A	VEEGUM® R Magnesium Aluminum Silicate	1.2
	Deionized Water	37.9
	Magnesium Sulfate	0.4
B	Talc	5.5
	Kaolin	1.5
	Titanium Dioxide	5.0
	Iron Oxides	3.0
C	Mineral Oil	15.0
	Hydrogenated Polyisobutylene (Parleam® <sup>1</sup> )	8.0
	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L101 <sup>2</sup> )	8.0
	Isopropyl Lanolate (and) Lecithin (Lanapene™ <sup>3</sup> )	7.0
	Sorbitol, 70%	5.0
	Oleamide DEA (Schercomid™ ODA <sup>2</sup> )	2.5
D	Preservative	q.s.

**Procedure:** Slowly add the **VEEGUM® R** to the water agitated at maximum available shear. Mix until fully hydrated. Add the Magnesium Sulfate and mix until smooth. Grind Part B and add to Part A, mixing until uniform. Add Parts A & B to Part C. Mix until uniform and smooth. Add Part D and mix until uniform.

**RAW MATERIAL SUPPLIERS**  
<sup>1</sup>Rossow Cosmetiques – USA, Matawan, NJ  
<sup>2</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH  
<sup>3</sup>Lanaetex Products Inc., Elizabeth, NJ

**TRADEMARKS**  
**VEEGUM** is a registered trademark of Vanderbilt Minerals, LLC.  
Lanapene is a trademark of Lanaetex Products, Inc.  
Parleam is a registered trademark of Etablissements B. Rossow et Cie.  
Schercomid and Vilvanolin are trademarks of Lubrizol Advanced Materials, Inc.

Rev06/13/2019

## Nonionic Liquid Makeup No. 349

		Wt. %
A	<b>VEEGUM® R</b> Magnesium Aluminum Silicate	0.75
	<b>VANZAN® NF</b> Xanthan Gum	0.15
	Deionized Water	67.10
	Glycerin	4.00
	Citric Acid	0.30
B	Talc	5.00
	Titanium Dioxide	5.00
	Iron Oxides	3.70
C	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L101 <sup>1</sup> )	5.00
	Myristyl Myristate (Crodamol™ MM <sup>2</sup> )	2.50
	Hydrogenated Polyisobutylene (Parleam® <sup>3</sup> )	2.00
	Oleyl Alcohol	2.00
	Cetearyl Alcohol (and) Ceteareth-20 (Cosmowax™ D <sup>2</sup> )	2.00
	Polysorbate 85 (Tween 85 <sup>4</sup> )	0.50
D	Preservative	q.s.

**Procedure:** While heating the water to 60-65°C, slowly add the **VEEGUM® R** and **VANZAN® NF** sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated. Add the glycerin and citric acid. Mix Part B (grind if necessary) until homogenous and add to Part A. Maintain the water phase at 60-65°C. Blend the Part C oil phase ingredients and heat to 60-65°C. Add the Part C oil phase to the water phase with good agitation; mix until uniform. Cool with mixing; add Part D when the emulsion is <40°C.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH

<sup>2</sup>Croda Inc., Edison, NJ

<sup>3</sup>Rossow Cosmetiques – USA, Matawan, NJ

<sup>4</sup>Uniqema, New Castle, DE

### TRADEMARKS

**VEEGUM** and **VANZAN** are registered trademark of R.T. Vanderbilt Holding Company, Inc., and/or its respective wholly owned subsidiaries.

Cosmowax and Crodamol are trademarks of Croda, Inc.

Parleam is a registered trademark of Etablissements B. Rossow et Cie.

Tween is a registered trademark of Uniqema Americas LLC.

Vilvanolin is a registered trademark of Lubrizol Advanced Materials, Inc.

Rev04/25/2013



## Cream Matte Makeup No. 154

		Wt. %
A	VEEGUM® R Magnesium Aluminum Silicate	2.60
	Cellulos Gum (Aqualon® CMC 7Lf <sup>1</sup> )	0.40
	Water	42.70
B	Propylene Glycol	5.00
	Deionized Water	12.30
C	Talc	18.50
	Kaolin Clay	1.30
	Titanium Dioxide	3.70
	Iron Oxides	1.50
D	Isopropyl Myristate	5.00
	Sorbitan Laurate (Arlacel® 20 <sup>2</sup> )	0.75
	Polysorbate 20 (Tween® 20 <sup>2</sup> )	2.25
	Stearyl Alcohol	2.00
	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L101 <sup>3</sup> )	2.00
E	Preservative	q.s.

**Procedure:** While heating the water to 65-70°C, slowly add the **VEEGUM® R** and CMC sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated. Add Part B with mixing. Mix Part C (grind if necessary) until homogenous and add to Part A+B. Maintain the water phase at 65-70°C. Blend the Part D oil phase ingredients and heat to 65-70°C. Add the Part D oil phase to the water phase with good agitation; mix until uniform. Cool with mixing; add Part E when the emulsion is <40°C.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>Ashland, Inc., Covington, KY

<sup>2</sup>Uniqema, New Castle, DE

<sup>3</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH

### TRADEMARKS

**VEEGUM** is a registered trademark of R.T. Vanderbilt Holding Company, Inc., or its respective wholly owned subsidiaries.

Aqualon is a registered trademark of Hercules Inc.

Arlacel and Tween are registered trademarks of Uniqema Americas LLC.

Vilvanolin is a trademark of Lubrizol Advanced Materials, Inc.

Rev04/25/2013

## Silky Smooth Emollient Liquid Makeup No. 460

		Wt. %
A	VEEGUM® HV Magnesium Aluminum Silicate	0.80
	Cellulose Gum (Aqualon® CMC 7M8SF <sup>1</sup> )	0.18
	Deionized Water	53.49
	Glycereth-26 (Liponic™ EG-1 <sup>2</sup> )	10.50
	Triethanolamine, 99%	0.75
B	Iron Oxides	1.29
	Talc	1.00
	Titanium Dioxide	3.03
C	Isopropyl Isostearate	9.06
	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L-101 <sup>3</sup> )	6.50
	Isopropyl Palmitate	4.00
	Isopropyl Myristate	2.50
	Hydrogenated Soy Glyceride	2.10
	Stearic Acid XXX	1.60
	Dioctyl Adipate (and) Octyl Stearate (and) Octyl Palmitate (Wickenol™ 161 <sup>4</sup> )	1.10
	Octyl Stearate (and) Octyl Palmitate (and) Dioctyl Adipate (Wickenol™ 163 <sup>4</sup> )	1.00
	Cocoyl Sarcosine	1.00
	Lithium Stearate	0.10
D	Preservative	q.s.

**Procedure:** While heating the water to 70-75°C, slowly add the **VEEGUM® HV** and cellulose gum sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated. Add the remaining Part A ingredients. Mix the Part B ingredients thoroughly into Part A until uniform. Maintain the temperature at 70-75°C. Heat the Part C oil phase to 70-75°C. Add the oil phase to the water phase with good agitation; mix until uniform. Cool with mixing; add Part D when the emulsion is <40°C.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>Asland Aqualon Functional Ingredients,  
Wilmington, DE

<sup>2</sup>Lipo Chemicals, Paterson, NJ

<sup>3</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH

<sup>4</sup>Alzo International Inc., Sayreville, NJ

### TRADEMARKS

**VEEGUM** is a registered trademark of R.T. Vanderbilt Holding Company, Inc., or its respective wholly owned subsidiaries.

Aqualon is a registered trademark of Hercules Incorporated.

Liponic is a registered trademark of Lipo Chemicals, Inc.

Vilvanolin is a trademark of Lubrizol Advanced Materials, Inc.

Wickenol is a trademark of Alzo International Inc.

Rev07/16/2014

## Leg Makeup No. 623

		Wt. %
A	<b>VEEGUM® Ultra</b> Magnesium Aluminum Silicate	2.00
	<b>VANZAN® NF</b> Xanthan Gum	0.50
	Water	71.26
	Propanediol (Zemea® Propanediol <sup>1</sup> )	5.00
B	Yellow Iron Oxide (SunCROMA® Yellow Iron Oxide (C33-210) <sup>2</sup> )	1.00
	Red Iron Oxide (SunCROMA Red Iron Oxide (C33-128) <sup>2</sup> )	0.26
	Black Iron Oxide (SunCROMA Black Iron Oxide (C33-5000) <sup>2</sup> )	0.08
	Talc (Imperial™ 1886L BC <sup>3</sup> )	4.30
	Titanium Dioxide (and) Cellulose (and) Alumina (C2-5 TiO2 CR-50 <sup>4</sup> )	5.00
C	Isocetyl Alcohol (Jeecol® ICA <sup>5</sup> )	3.00
	Ethyl Hexyl Methoxycinnamate (Escalol® 557 <sup>6</sup> )	3.00
	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L101 <sup>7</sup> )	2.00
	DEA-Oleth-3 Phosphate (Crodafos™ O3D-LQ-MH <sup>8</sup> )	2.20
D	Polyvinypyrrolidone (PVP K-90 <sup>6</sup> )	0.40
E	Preservative	q.s.

**Procedure:** Slowly add the **VEEGUM® Ultra** and **VANZAN® NF** sequentially or as a dry blend to the water, agitated at maximum available shear. Mix until fully hydrated. Please review our [Preparations of Dispersions trifold](#). Then add the propanediol. Mix Part B and grind if necessary to break apart agglomerates until homogenous. Add Part B to Part A with mixing. Mix until uniform. Blend the Part C, oil phase ingredients and continue mixing until transfer. Add the Part C, oil phase to the water phase with good agitation; mix until uniform. Add Part D and mix until uniform. Switch to low shear mixing and cool while mixing to ~30°C. Add Part E and mix until uniform.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>DuPont Tate & Lyle Bio Products Company, LLC, Wilmington, DE  
2Sun Chemicals Corporation, Parsippany, NJ  
3 Brenntag Specialties, Inc., South Plainfield, NJ  
4Kobo Products, Inc., South Plainfield, NJ  
5Jeen, Fairfield, NJ  
6Ashland Specialty Ingredients, Wilmington, DE  
7Lubrizol Advanced Materials, Inc., Cleveland, OH  
8Croda Inc., Edison, NJ

### TRADEMARKS

Registered and pending trademarks appearing printed in bold in these materials are those of Vanderbilt Minerals, LLC. For a complete listing, please visit [http://www.vanderbiltminerals.com/ee\\_content/Documents/Technical/Trademarks\\_VM\\_Web.pdf](http://www.vanderbiltminerals.com/ee_content/Documents/Technical/Trademarks_VM_Web.pdf)  
Crodafos is a trademark of Croda, Inc.  
Escalol is a registered trademark of ISP Investments, Inc.  
Imperial is a trademark of Imerys Talc America, Inc.  
Jeecol is a registered trademark of Jeen International Corporation.  
SunCROMA is a registered trademark of Sun Chemicals Corporation.  
Vilvanolin is a trademark of Lubrizol Advanced Materials, Inc.  
Zemea is a registered trademark of DuPont Tate & Lyle Bio Products Company, LLC.

Rev02/10/2016

## Water-Resistant Sport Tint No. 453

		Wt. %
A	VEEGUM® <i>Ultra</i> Magnesium Aluminum Silicate	1.60
	VANZAN® NF Xanthan Gum	0.40
	Deionized Water	70.40
	Propylene Glycol	5.00
B	Iron Oxides	0.67
	Manganese Violet	0.10
	Talc	4.27
	Titanium Dioxide	6.96
C	Isocetyl Alcohol	3.00
	Octyl Methoxycinnamate	3.00
	Mineral Oil (and) Lanolin Alcohol (Vilvanolin™ L101 <sup>1</sup> )	2.00
	DEA-Oleth-3 Phosphate (Crodafos™ N-3 Neutral <sup>2</sup> )	2.20
D	Polyvinylpyrrolidone (PVP K-30 <sup>3</sup> )	0.40
	Preservative	q.s.

**Procedure:** Slowly add the **VEEGUM® *Ultra*** and **VANZAN® NF** sequentially or as a dry blend to the water agitated at maximum available shear. Mix until fully hydrated and then add the propylene glycol. Add Part B with mixing. Mix Part B (grind if necessary) until homogenous and add to Part A. Mix until uniform. Blend the Part C oil phase ingredients. Add the Part C oil phase to the water phase with good agitation; mix until uniform. Add Part D and mix until uniform.

### RAW MATERIAL SUPPLIERS

<sup>1</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH

<sup>2</sup>Croda Inc., Edison, NJ

<sup>3</sup>International Specialty Products, Wayne, NJ

### TRADEMARKS

**VEEGUM** and **VANZAN** are registered trademark of R.T. Vanderbilt Holding Company, Inc., and/or its respective wholly owned subsidiaries.

Crodafos is a trademark of Croda, Inc.

Vilvanolin is a trademark of Lubrizol Advanced Materials, Inc.

Rev04/25/2013



**Eyeliner No. 107**

		<b>Wt. %</b>
<b>A</b>	<b>VEEGUM® R</b> Magnesium Aluminum Silicate	2.5
	Deionized Water	75.5
<b>B</b>	Polyvinylpyrrolidone (PVP K-30 <sup>1</sup> )	2.0
	Deionized Water	10.0
<b>C</b>	Iron Oxides	10.0
<b>D</b>	Preservative	q.s.

**Procedure:** Slowly add **VEEGUM®** to the water while agitating at maximum available shear. Continue mixing until smooth. Dissolve the PVP in water using heat as necessary. Add Part B to Part A and mix until uniform. Add Part C and mix until smooth and uniform. Add Part D and mix until uniform.

**RAW MATERIAL SUPPLIERS**  
<sup>1</sup>International Specialty Products, Wayne, NJ

**TRADEMARKS**  
**VEEGUM** is a registered trademark of R.T. Vanderbilt Holding Company, Inc., or its respective wholly owned subsidiaries.

Rev04/25/2013

### Water-in-Oil Mascara No. 376

		Wt. %
A	VEEGUM® R Magnesium Aluminum Silicate	1.50
	Deionized Water	31.28
	Polyvinylpyrrolidone (PVP K-30 <sup>1</sup> )	0.22
	Hydrolyzed Collagen (Crotein™ A <sup>2</sup> )	1.00
	Propylene Glycol	5.00
B	Petrolatum	3.00
	Petroleum Distillate (Odorless Mineral Spirits)	32.00
	Carnauba Wax	5.00
	Synthetic Beeswax	5.00
	Candelilla Wax	3.00
	Paraffin	2.50
	Oleamide DEA (Schercomid™ ODA <sup>3</sup> )	5.00
C	Black Iron Oxide (C-33-134 Cosmetic Black <sup>4</sup> )	5.50
D	Preservative	q.s.

**Procedure:** While heating the water to 75°C, slowly add the **VEEGUM® R** to the water agitated at maximum available shear. Mix until fully hydrated. Add the remaining Part A ingredients. Maintain the temperature at 75°C. Heat the Part B oil phase to 75°C. Add the oil phase to the water phase with good agitation; mix until uniform. Add Part C slowly, mixing until uniform. Cool with mixing; add Part D when the emulsion is <40°C.

#### RAW MATERIAL SUPPLIERS

<sup>1</sup>International Specialty Products, Wayne, NJ

<sup>2</sup>Croda Inc., Edison, NJ

<sup>3</sup>Lubrizol Advanced Materials, Inc., Cleveland, OH

<sup>4</sup>Sun Chemical Corporation, Parsippany, NJ

#### TRADEMARKS

**VEEGUM** is a registered trademark of R.T. Vanderbilt Holding Company, Inc., or its respective wholly owned subsidiaries.

Crotein is a trademark of Croda, Inc.

Schercomid is a trademark of Lubrizol Advanced Materials, Inc.

Rev04/25/2013

**Light Coverage Foundation No. 644**

		Wt. %
A	VEEGUM® R Magnesium Aluminum Silicate	1.20
	Water	59.55
	Cellulose Gum (CMC 7LF <sup>1</sup> )	0.60
B	Butylene Glycol	6.00
	Triethanolamine, 99%	2.00
	Methylparaben <sup>2</sup>	0.30
	Diazolidinyl Urea (Germall® II <sup>1</sup> )	0.20
C	Titanium Dioxide (Suncroma® Titanium Dioxide C47-051 <sup>3</sup> )	5.62
	Suncroma Brown Iron Oxide C33-115 <sup>3</sup>	1.00
	Suncroma Red Iron Oxide C33-128 <sup>3</sup>	0.35
	Suncroma Black Iron Oxide C33-5000 <sup>3</sup>	0.03
	Talc (Suprafino® H USP BC 3460H <sup>4</sup> )	8.00
D	Glyceryl Stearate (Protachem™ GMS-450 <sup>2</sup> )	1.00
	Isostearic Acid <sup>5</sup>	2.00
	Stearic Acid XXX (Triple Pressed Stearic Acid FGK Flakes <sup>6</sup> )	2.00
	Isopropyl Lanolate <sup>7</sup>	5.00
	Propylene Glycol Dicaprylate/ Dicaprate (Liponate® PC <sup>8</sup> )	5.00
	Propylparaben <sup>2</sup>	0.15

**Note:** The iron oxide blend listed above is a suggested starting point.

*(Formula Courtesy of Sun Chemical Corporation)*

**Procedure:** Dry blend the **VEEGUM® R** and Cellulose Gum and add them to the water while mixing at maximum available shear. Mix until fully hydrated. Add the Part B ingredients in the order shown, and mix well after each. Add the Part C ingredients and mix until thoroughly dispersed. Begin heating to 75°C. Heat the Part D ingredients to 75°C. Add Part D to Parts A+B+C with good agitation; mix until uniform. Continue mixing slowly while cooling to room temperature.

**RAW MATERIAL SUPPLIERS**

- <sup>1</sup>Ashland Specialty Ingredients, Wilmington, DE
- <sup>2</sup>Protameen Chemicals, Inc., Totowa, NJ
- <sup>3</sup>Sun Chemical Corporation, Parsippany, NJ
- <sup>4</sup>Brenntag Specialties, Inc., South Plainfield, NJ
- <sup>5</sup>Universal Preserv-A-Chem, Somerset, NJ
- <sup>6</sup>Acme Hardesty Co., Blue Bell, PA
- <sup>7</sup>Zhejiang Garden Biochemical High-Tech Co., Ltd, Zhejiang Provence, China
- <sup>8</sup>Vantage Specialty Ingredients, Warren, NJ

**TRADEMARKS**

- VEEGUM** is a registered trademark of Vanderbilt Minerals, LLC.
- Germall is a registered trademark of Sutton Laboratories, Inc.
- Liponate is a registered trademark of Lipo Chemicals, Inc.
- Protachem is a trademark of Protameen Chemicals, Inc.
- Suncroma is a registered trademark of Sun Chemical Corporation.
- Suprafino is a registered trademark of Cyprus Mines Corporation.

Rev03/22/18



# Vanderbilt Minerals, LLC

A Wholly Owned Subsidiary of R.T. Vanderbilt Holding Company, Inc.

33 WINFIELD STREET  
NORWALK, CT 06856

800.562.2476

[MINERALS@VANDERBILTMINERALS.COM](mailto:MINERALS@VANDERBILTMINERALS.COM)

[WWW.VANDERBILTMINERALS.COM](http://WWW.VANDERBILTMINERALS.COM)



**RESPONSIBLE CARE®**  
OUR COMMITMENT TO SUSTAINABILITY



**DQS Inc.**  
VANDERBILT MINERALS, LLC  
CERTIFIED TO ISO 9001:2015  
10012164