



VEEGUM® CH Clay “Instant” Success

VEEGUM® CH is a custom milled purified smectite clay (INCI: Magnesium Aluminum Silicate) that enables the formulation of consumer friendly “reconstitutable” personal care products. These reconstitutables are blends of powder-form ingredients that are made functional simply by adding a small amount of water, or other liquid, just prior to use. No preservatives are needed and their shelf life is virtually unlimited.

In reconstitutables **VEEGUM CH** –

- Swells quickly, imparting a creamy texture to all products
- Stabilizes the foam structure in cleansing products
- Serves as a film forming binder and an absorbent in facial masks
- Is a unique high charge, residue-free hair softener



VEEGUM CH is also a stabilizer and texturizer in conventionally formulated water based products, with particular utility in alkaline products such as perms, straighteners and depilatories. Like all **VEEGUM** clay products, **VEEGUM CH** is strongly synergistic with common thickeners, such as **VANZAN®** Xanthan Gum.



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

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FORMULARY

FORMULARY

Instant Formulas

Deep Cleansing Instant Hair Treatment No. 636

Instant Facial Wash/Cleansing Mask No. 632

Green Tea Instant Face Mask No. 626

Oat Instant Clay Mask No. 627

Collagen Instant Clay Mask No. 625

Aloe & Oat Instant Mask No. 628

Natural Instant Toothpaste No. 630

Instant Baking Soda Toothpaste No. 631

Naturally Clean & Mild Instant Shampoo No. 642

Water – Based Formulas

Natural Clay Hair Softener No. 620

Skin Cream with Natural Moisturizers No. 633

Depilatory Cream No. 614



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PROTOTYPE FORMULA

Deep Cleansing Instant Hair Treatment No. 636

	Wt.%
VEEGUM® CH Magnesium Aluminum Silicate	20.00
Baking Soda (Sodium Bicarbonate USP Grade #1 Powder ¹)	20.00
Sodium Cocoyl Isethionate (Jordapon® CI 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

¹Natural Soda, Rifle, CO

²BASF Corp., Florham Park, NJ

³AloeCorp, Inc., Lyford, TX

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 ACTIValoe and QMatrix are registered trademarks of AloeCorp, Inc. Jordapon is a registered trademark of BASF Corporation.

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PROTOTYPE FORMULA

Instant Facial Wash/Cleansing Mask No. 632

	Wt.%
VEEGUM® CH Magnesium Aluminum Silicate	5.0
Sodium Cocoyl Isethionate (Jordapon® CI Powder ¹)	40.0
Sodium Lauroyl Sarcosinate (Crodasinic™ LS95-PW-(RB) ²)	1.0
Simmondsia Chinensis (Jojoba) Seed Powder (Lipo® JMM 24/60 ³)	10.0
Colloidal Kaolin USP/BC (Colloidal Kaolin – USP/BC 2457 ⁴)	44.0

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

¹BASF Corp., Florham Park, NJ

²Croda Inc., Edison, NJ

³Vantage Specialty Ingredients
(formerly Lipo Chemicals), Warren, NJ

⁴Brenntag Specialties, Inc., South Plainfield, NJ

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Crodasinic is a trademark of Croda, Inc.

Jordapon is a registered trademark of BASF Corporation.

Lipo is a registered trademark of Vantage Specialty Ingredients.

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PROTOTYPE FORMULA

Green Tea Instant Face Mask No. 626

	Wt. %
VEEGUM® CH Magnesium Aluminum Silicate	5
Kaolin Clay, Cosmetic Grade	67
Zinc Oxide or Calamine, USP	20
Polyvinylpyrrolidone (PVP K-30 ¹)	5
Allantoin	2
Camellia Sinensis Leaf Extract (Green Tea Extract ²)	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

²Greentech USA, Yarmouth, ME

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PROTOTYPE FORMULA

Oat Instant Clay Mask No. 627

	Wt. %
VEEGUM® CH Magnesium Aluminum Silicate	5
Kaolin Clay, Cosmetic Grade	45
Zinc Oxide or Calamine, USP	20
Polyvinylpyrrolidone (PVP K-30 ¹)	5
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour ²)	20
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

¹International Specialty Products, Wayne, NJ

²Beacon CMP Corporation, Kenilworth, NJ

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Tech-O is a registered trademark of Beacon CMP Corporation

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PROTOTYPE FORMULA

Collagen Instant Clay Mask No. 625

	Wt. %
VEEGUM® CH Magnesium Aluminum Silicate	5
Kaolin Clay, Cosmetic Grade	53
Zinc Oxide or Calamine, USP	30
Polyvinylpyrrolidone (PVP K-30 ¹)	5
Hydrolyzed Collagen (Crotein™A-PW-(WD) ²)	5
Allantoin	2

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

²Croda Inc., Edison, NJ

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VEEGUM is a registered trademark of Vanderbilt Minerals, LLC

Crotein is a trademark of Croda, Inc.

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PROTOTYPE FORMULA

Aloe & Oat Instant Mask No. 628

	Wt.%
VEEGUM® CH Magnesium Aluminum Silicate	5.00
Kaolin USP	88.95
Aloe Barbadensis Leaf Juice (and) Maltodextrin	1.00
(Terra-Spray™ Spray Dried Aloe Vera Powder 100X ¹)	
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour ²)	5.00
Cyclohexanecarboxamide, N-ethyl-5-methyl-2-(1-methylethyl)-(ICE 3000 Cooling Sensate (WS-3) ³)	0.05

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

³Qaroma, Baytown, TX

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VEEGUM 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.

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PROTOTYPE FORMULA

Natural Instant Toothpaste No. 630

	Wt.%
VEEGUM® CH Magnesium Aluminum Silicate	7.0
Natural Calcium Carbonate (OMYA-CAL® FG-4-AZ ¹)	81.4
D-Xylitol FCC NF Kosher (powder)	10.0
Organic Sapindus mukorossi Fruit Extract (Berry Saponin Concentrate™ 0103 Dry ²)	1.6

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

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PROTOTYPE FORMULA

Instant Baking Soda Toothpaste No. 631

	Wt.%
VEEGUM® CH Magnesium Aluminum Silicate	7.0
Sodium Bicarbonate (Sodium Bicarbonate USP Grade #1 Powder ¹)	82.5
D-Xylitol FCC NF Kosher (Powder)	10.0
Sodium Lauroyl Sarcosinate (Crodasinic™ LS95-PW-(RB) ²)	0.5

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

¹Natural Soda, Rifle, CO

²Croda, Edison, NJ

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PROTOTYPE FORMULA

Naturally Clean & Mild Instant Shampoo No. 642

VEEGUM® CH Magnesium Aluminum Silicate
Zea Mays (Corn) Starch (Purity 21C Pure^{TM1})
Sodium Methyl Cocoyl Taurate (PureactTM WSP²)
Sodium Lauroyl Glutamate (Amisoft[®] LS-11³)

	Wt. %
VEEGUM® CH Magnesium Aluminum Silicate	10.0
Zea Mays (Corn) Starch (Purity 21C Pure ^{TM1})	40.0
Sodium Methyl Cocoyl Taurate (Pureact TM WSP ²)	40.0
Sodium Lauroyl Glutamate (Amisoft [®] LS-11 ³)	10.0

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

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

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Amisoft is a registered trademark of Ajinomoto 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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Natural Clay Hair Softener No. 620

		Wt.%
A	VEEGUM® CH Magnesium Aluminum Silicate	5.00
	Water	82.95
B	Organic Aloe Vera (Organic ACTIValue® Aloe Vera Gel QMatrix® QM 200X Flakes ¹)	0.05
	Propanediol (Zemea® propandiol ²)	10.00
C	Decyl Glucoside (Plantaren® 2000 N UP ³)	2.00
D	Preservative	q.s.

Procedure: Slowly add the **VEEGUM CH** to the water agitated at maximum available shear. Mix until fully hydrated. Slowly add Part B ingredients, and then Parts C and D in order, mixing after each until smooth while avoiding air entrapment and foaming.

RAW MATERIAL SUPPLIERS

¹Aloecorp, Lyford, TX

²DuPont Tate & Lyle Bio Products Company, LLC, Wilmington, DE

³Cognis Corporation, Ambler, PA

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Plantaren is a registered trademark of Cognis GmbH.

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

06/03/2016

Skin Cream with Natural Moisturizers No. 633

		Wt.%
A	VEEGUM® CH Magnesium Aluminum Silicate	2.00
Water		80.50
Glycerin, USP grade		2.00
	Glyceryl Stearate (Protachem™ GMS-450 ¹)	2.00
	Cetearyl Alcohol (Protachem™ CS-50 ¹)	2.00
	Sodium Stearoyl Lactylate (Pationic® SSL ²)	1.00
B	Butyrospermum Parkii (Shea) Butter (Tomasa™ Shea Butter ³)	2.00
	Rice Bran Oil ⁴	4.00
	Olive Squalane (OleaClear™ Olive Squalane ³)	2.00
	Caprylic/Capric Triglyceride (Neobee® M-5 ⁵)	2.00
	Tocopherol (Covi-ox® T-50 C ⁶)	0.50
C	Preservative	q.s.

Procedure: Slowly add the **VEEGUM CH** to the water while mixing at maximum available shear. Mix as the water temperature is raised to 80°C, until fully hydrated. Add the glycerin and maintain the Part A temperature at 80°C. Combine Part B ingredients and heat to 80°C with stirring. Add Part B to Part A with adequate mixing. Cool to 35°C while mixing and add Part C. Continue to cool with mixing and pour off at 30°C.

RAW MATERIAL SUPPLIERS
¹Protameen Chemicals, Inc., Totowa, NJ

²Rita Corporation, Crystal Lake, IL

³Tri-K Industries, Inc., Denville, NJ

⁴Arista Industries, Inc., Wilton, CT

⁵Stepan Company, Northfield, IL

⁶BASF Corporation, Florham Park, NJ

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Oleaclear is a trademark of Tri-K Industries, Inc.

Pationic is a registered trademark of Caravan Ingredients, Inc.

Protachem is a trademark of Protameen Chemicals.

Tomasa is a trademark of Tri-K Industries, Inc.

09/26/16

Depilatory Cream No. 614

		Wt.%
	Deionized Water	75.0
A	VEEGUM® CH Magnesium Aluminum Silicate	2.0
	Hydroxyethyl Cellulose (Cellosize® HEC QP-4400-H (Cosmetic Grade) ¹)	2.0
	Sodium Gluceptate (Sodium Glucoheptonate) (chelating agent)	q.s.
	1,3-butanediol (Butylene Glycol)	5.0
B	Cetearyl Alcohol (and) Ceteareth-20 (Hallstar® NCD-20 ²)	3.0
	C 12-15 Alkyl Benzoate (Finsolv® TN ³)	1.5
	Crambe Abyssinica Seed Oil (Fancor® Abyssinian Oil ⁴)	2.5
C	Calcium Thioglycolate Trihydrate ⁵	7.5
	Calcium Hydroxide (Calcium Hydroxide 802 USP ⁶)	1.5

Procedure: Begin heating the water to 55-60°C. Sift the **VEEGUM CH** into an established vortex in the water. Mix until fully hydrated. Sift in the hydroxyethyl cellulose and mix until dissolved. Then add in the rest of Part A ingredients and, if necessary, adjust the batch temperature to 55-60°C. Combine Part B ingredients and heat to 55-60°C. When Part A and Part B are both at 55-60°C, add Part B to Part A slowly with adequate mixing to emulsify. Cool with mixing to ~30°C. Then, slowly add Part C ingredients and mix thoroughly after each.

RAW MATERIAL SUPPLIERS
¹Dow Chemical, Midland, MI

²HallStar, Chicago, IL

³Innospec Active Chemicals, Edison, NJ

⁴Elementis Specialties, Hightstown, NJ

⁵Bruno Bock, Marschacht, Germany

⁶Brenntag Specialties, Inc., South Plainfield, NJ

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Fancor is a registered trademark of Elementis Specialties, Inc.

Finsolv is a registered trademark of Innospec Performance Chemicals Company.

Hallstar is a registered trademark of Hallstar Innovations Corporation.

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