



Vanderbilt Minerals, LLC

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

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**FORMULARY
INSTANT SUCCESS**

No. 934





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



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Naturally Clean & Mild Instant Shampoo No. 658

	Wt. %
VANATURAL [®] or VANATURAL MC Bentonite Clay	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

TRADEMARKS

VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.
 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.

Rev07/30/2019

Rejuvenating Instant Hair Treatment No. 646

	Wt.%
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 Barbadosis Leaf Juice (ACTIValue® 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

VEEGUM is a registered trademark of Vanderbilt Minerals, LLC.
 ACTIValue and QMatrix are registered trademarks of Aloecorp, Inc.
 Jordapon is a registered trademark of BASF Corporation.

Rev04/23/2019

Instant Facial Wash/Cleansing Mask No. 656

	Wt. %
VANATURAL[®] or VANATURAL MC Bentonite Clay	5.0
Sodium Cocoyl Isethionate (Jordapon [®] SCI Powder ¹)	40.0
Sodium Lauroyl Sarcosinate (SP Crodasinic [™] LS95NT MBAL-PW-(RB) ²)	1.0
Simmondsia Chinensis (Jojoba) Seed Powder (Lipo [®] JJM 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, Warren, NJ

⁴Brenntag Specialties, Inc., South Plainfield, NJ

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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-30 ¹)	5
Allantoin	2
Camellia Sinensis Leaf Extract (PE, Green Tea 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

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 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

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.

Rev06/11/2019

Instant Charcoal Mask No. 657

	Wt. %
VANATURAL® or VANATURAL MC Bentonite Clay	5.0
Sodium Cocoyl Isethionate (Jordapon® SCI Powder ¹)	40.0
Sodium Lauroyl Sarcosinate (SP Crodasinic™ LS95NT MBAL-PW-(RB) ²)	1.0
Colloidal Kaolin USP/BC (Colloidal Kaolin USP/BC 2457 ³)	34.0
Charcoal Powder (SpecKare™ BCP02 Bamboo Charcoal Powder (200 mesh) ⁴)*	20.0

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

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

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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

	Wt.%
VANATURAL® or VANATURAL MC Bentonite Clay	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

TRADEMARKS

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

Rev06/11/2019

Aloe & Oat Instant Mask No. 651

	Wt. %
VANATURAL® or VANATURAL MC Bentonite Clay	5
Kaolin USP	89
Aloe Barbadensis Leaf Juice (and) Maltodextrin (Terra-Spray™ Spray	1
Dried Aloe Vera Powder 100X ¹)	
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour ²)	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

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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

	Wt. %
VEEGUM® HS Magnesium Aluminum Silicate	5
Kaolin USP	60
Sodium Bicarbonate	25
Avena Sativa (Oat) Kernel Flour (Tech-O® #11-070 Oat Flour ¹)	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 trademarks of Vanderbilt Minerals, LLC.
Tech-O is a registered trademark of Beacon CMP Corporation.

Rev01/21/2013

Natural Instant Toothpaste No. 654

	Wt. %
VANATURAL[®] or VANATURAL MC Bentonite Clay	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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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.

Rev07/30/2019

Instant Baking Soda Toothpaste No. 655

	Wt. %
VANATURAL[®] or VANATURAL MC Bentonite Clay	7.0
Sodium Bicarbonate (Sodium Bicarbonate USP Grade #1 Powder ¹)	82.5
D-Xylitol FCC NF Kosher (Powder)	10.0
Sodium Lauroyl Sarcosinate (SP Crodasinic [™] LS95NT MBAL-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, Inc., Edison, NJ

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VANATURAL is a registered trademark of Vanderbilt Minerals, LLC.

Crodasinic is a trademark of Croda, Inc.

Rev09/06/2019