

Water-in-Oil Mascara No. 376

	Wt.%
A VEEGUM® R Magnesium Aluminum Silicate	1.50
Deionized Water	31.28
Polyvinylpyrrolidone (PVP K-30 ¹)	0.22
Hydrolyzed Collagen (Crotein™ A ²)	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 ³)	5.00
C Black Iron Oxide (C-33-134 Cosmetic Black ⁴)	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
¹International Specialty Products, Wayne, NJ

²Croda, Inc., Edison, NJ

³Lubrizol Advanced Materials, Inc., Cleveland, OH

⁴Sun Chemical Corporation, Parsippany, NJ

TRADEMARKS

VEEGUM is a registered trademark of Vanderbilt Minerals, LLC.

Crotein is a trademark of Croda, Inc.

Schercomid is a trademark of Lubrizol Advanced Materials, Inc.

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