

Definilash Mascara

2849-2.06



- +** Natural
- +** Lash defining
- +** Clump-free

Phase	Name	INCI	Supplier	%
A1	DEMINEALIZED WATER	WATER	-	50.05
A2	AVICEL® PC 591	MICROCRYSTALLINE CELLULOSE, CELLULOSE GUM	DUPONT	0.60
	VANATURAL®	BENTONITE	R.T. VANDERBILT	2.00
A3	SATIAXANE™ VPC 911	XANTHAN GUM	CARGILL	0.30
A4	UNIPURE TRIPLE BLACK LC990	CI 77499	SENSIENT	15.00
B1	EMULIUM® DOLCEA MB	CETEARYL ALCOHOL, GLYCERYL STEARATE, JOJOBA ESTERS, HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, SODIUM STEAROYL GLUTAMATE, WATER, POLYGLYCERIN-3	GATTEFOSSE	5.00
	LIPOCIRE™ A SG	C10-18 TRIGLYCERIDES	GATTEFOSSE	5.00
	DEFINICIRE®	JOJOBA ESTERS, HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, POLYGLYCERIN-3	GATTEFOSSE	2.00
	COMPRITOL® 888 CG MB	GLYCERYL BEHENATE	GATTEFOSSE	2.00
	KAHLWAX 2442L	CORPENICIA CERIFERA (CARNAUBA) WAX	KAHL	3.00
	KAHLWAX 6607L	HELIANTHUS ANNUUS (SUNFLOWER) SEED WAX, ASCORBYL PALMITATE, TOCOPHEROL	KAHL	7.00
	MOD MB	OCTYLDODECYL MYRISTATE	GATTEFOSSE	4.00
B2	TOCOPHEROL	TOCOPHEROL	-	0.30
C	NATPURE FILM AP	PULLULAN, SORBITOL, ACACIA SENEGAL GUM , TREHALOSE	SENSIENT	2.50
D	PRESERVATIVE	PRESERVATIVE	-	1.00
E	SODIUM HYDROXIDE (10% SOL.)	WATER, SODIUM HYDROXIDE	-	0.25
				100

Operating instructions

- Heat B1 at 80°C. Check that all ingredients are well melted and maintain the phase at 80°C.
- Heat the water of phase A1 at 80°C and add phase A2 by dispersing it with medium/high shear for 10 minutes.
- Add A3 into A1+A2 with medium shear for 30 minutes.
- Add A4 into A1+A2+A3 with medium shear. Disperse under Ultra Turrax for 10 minutes to properly disperse the pigment and homogenize all the A phases. Check that everything is dispersed homogeneously. Keep temperature at 80°C.
- Add B2 into B1.
- Proceed with the emulsion of Phases B (B1+B2) into Phases A (A1+A2+A3+A4) at 80°C under medium shear, and then increase to high shear (3000 rpm) for 15 minutes. Be careful not to exceed 80°C because of the high shear.
- Cool down by stages of 5-10°C with moderate stirring.
- Below 35-30°C add ingredient of phase C, D and E one by one under moderate stirring.
- Finish to cool down the product at 25°C.

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Description

Adopt HD lashes with this mascara. Its soft, smooth texture defines lashes without clumping upon application, no matter how many coats you put on. Thanks to **Definicire®**, this formula takes care of your lashes by recreating the lipid protection layer.

Specifications

- + Aspect: Soft but compact black cream
- + Viscosity Brookfield RV (spindle D, speed 5): approx. 370000 mPa.s after 24h
- + pH: 7.4 ± 0.3
- + Natural origin > 98% (ISO 16128)

Ingredients

- **Emulium® Dolce MB** is a very robust natural origin O/W emulsifier, perfectly adapted for technical formulas as this one (high pigment load, high viscosity...).
- AVICEL® PC 591, SATIAXANE™ VPC 911, and Vanatural® are aqueous gelling agents. They increase viscosity and keep pigments in suspension.
- **Definicire®** is an active texturizing agent designed for haircare that recreates the hair protective lipid layer and ensures hair discipline. It is also adapted to lash care!
- **Compritol® 888 CG MB** is a texturizing agent that helps to improve stability and increases viscosity of the formula.
- The waxes Kahlwax 2442L and Kahlwax 6607L are used to give the soft-hard texture of the mascara that is needed to be well applied on the lashes. Combined with **Emulium® Dolce MB** they give a well-structured product that has creaminess, lubricity/spreadability onto the lashes and do not create clumps.
- **Lipocire™ A SG** brings creaminess.
- **MOD MB** is an emollient that improves spreadability.
- Natpure Film AP is a film former.